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*and The Flavor Field*

77th YEAR

FEBRUARY 1954

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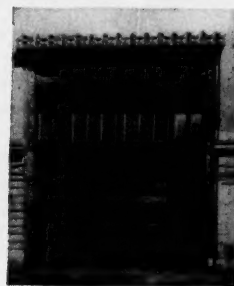
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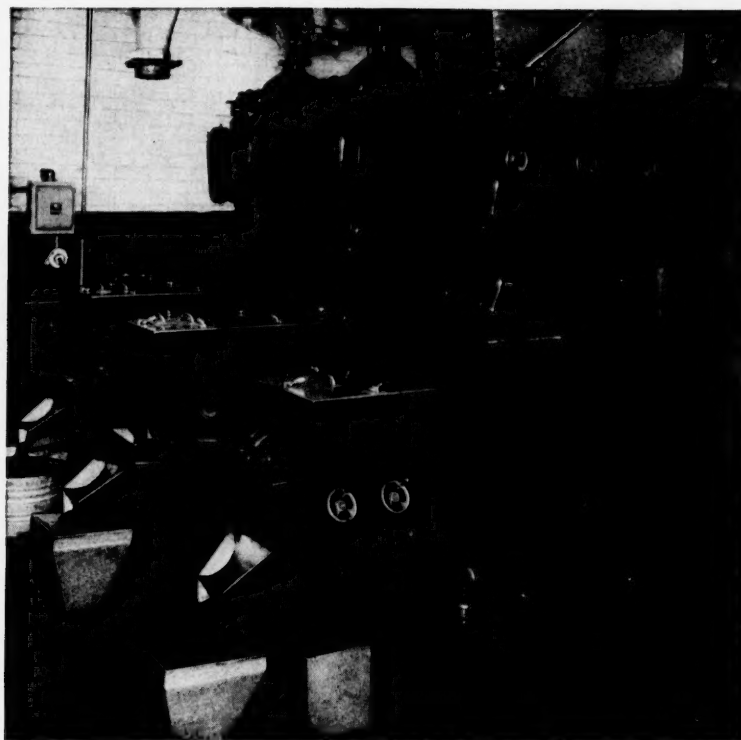
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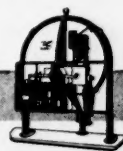
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## P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.  
Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador  
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### Coffee Brewing Institute's Standard Measure means better coffee for your customers

A serious threat to the coffee industry is the idea being promoted in some quarters of encouraging consumers to "stretch coffee — get more cups per pound."

#### **stretching coffee — bad for you**

First, the plain fact is that encouraging consumers to try to stretch coffee is a way of urging them to brew *inferior* coffee.

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"More cups per pound" can become a boomerang to the industry by selling the public on using less coffee.

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That is why now, more than ever, roasters should support the efforts of The Coffee Brewing Institute, Inc. and give real backing to the Standard Coffee Measure. If you have not

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Correct measurements are clearly marked in the bowl. The size is the same as previous measures already approved by the National Coffee Association and the Pan-American Coffee Bureau.

#### **a valuable and useful premium**

Housewives who have used the measure find it a great help. They are glad to get it. Every one of your customers should have it.

The measure is well designed and made of attractive plastic. As a premium, it can be taped to cans or bags, or packaged inside. Your brand name can be printed on it as a constant reminder that you believe in really good coffee.

If you want a sample and full information, we suggest you write directly to The Coffee Brewing Institute, Inc., 120 Wall Street, New York 5, N. Y.

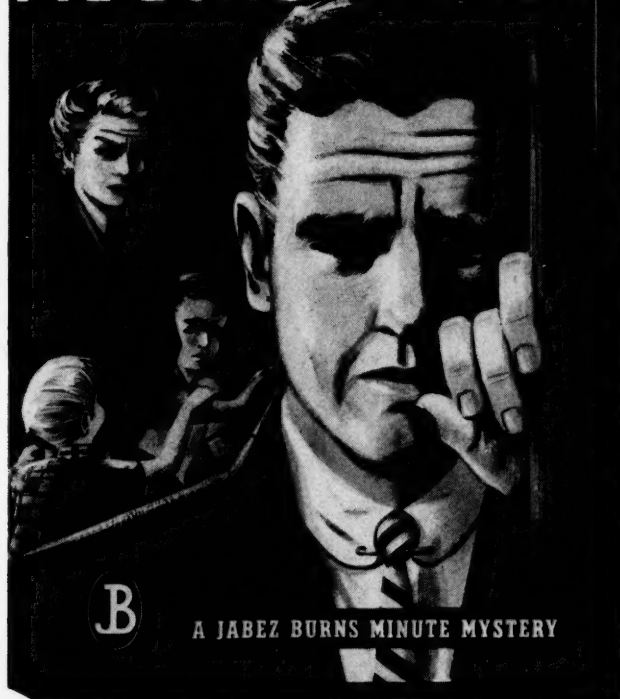
Sincerely yours,

*Chas. G. Lindsay*

MANAGER

COFFEE & TEA INDUSTRIES and The Flavor Field

# The case of the FRANTIC FATHER



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**The  
tea bag  
celebrates  
its 50<sup>th</sup>**

you can turn this anniversary  
into a **year-long** promotion  
for **your** tea





# birthday!

Now you can build your tea promotion for 1954 around the 50th birthday of a lucky accident.

Fifty years ago Thomas Sullivan, a New York wholesale merchant, began packing tea samples in silk bags. Folks started using these bags to make tea and that's how the tea bag was born.

There were no headlines about Thomas Sullivan's discovery in 1904 but the Tea Industry is going to make up for it all this year. TV, radio, newspapers, and magazines will be telling the story of the tea bag.

Tie in with a big anniversary promotion of your own. Help celebrate the 50th birthday of the tea bag by making this the most profitable year in tea history.

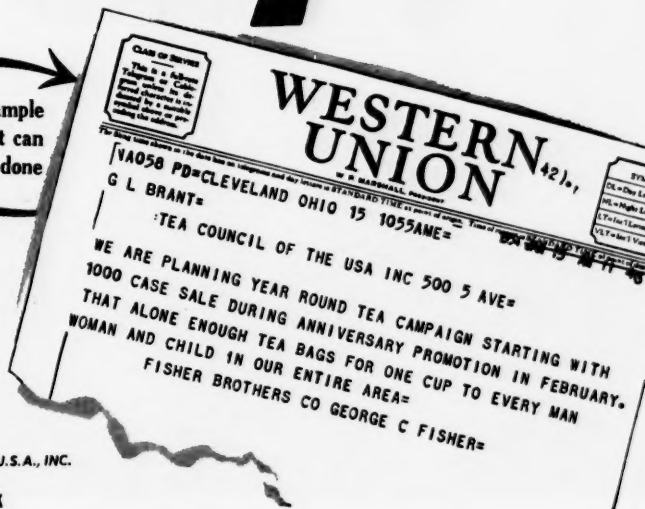
## tea council

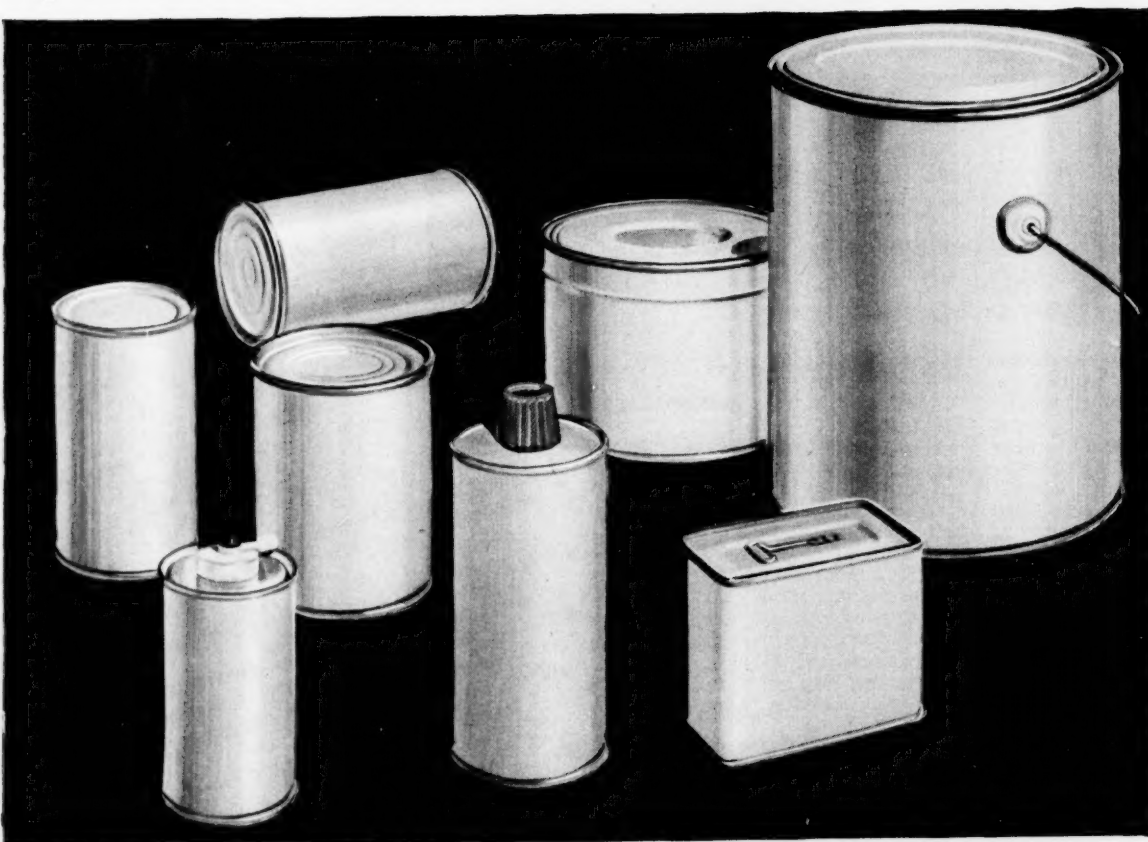
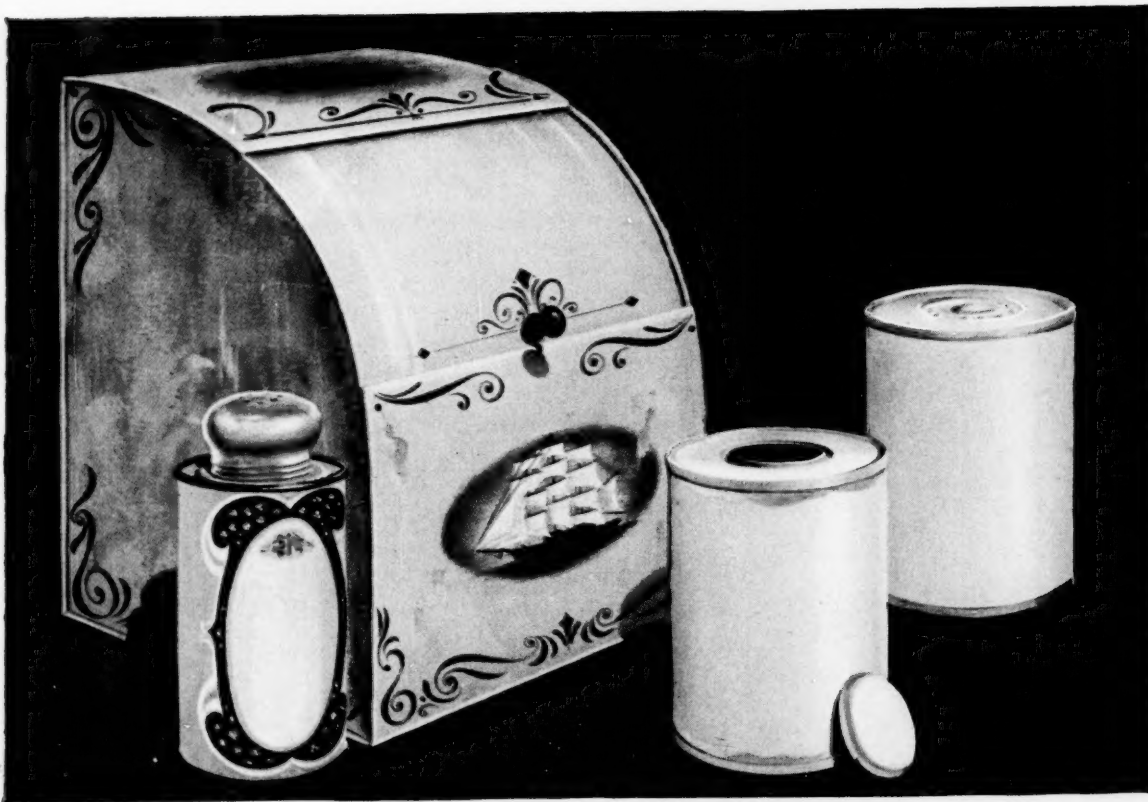
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FEBRUARY, 1954

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of what can  
be done





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## More markets... more sales for you

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*To bring your products more efficiently, more economically to more people.*

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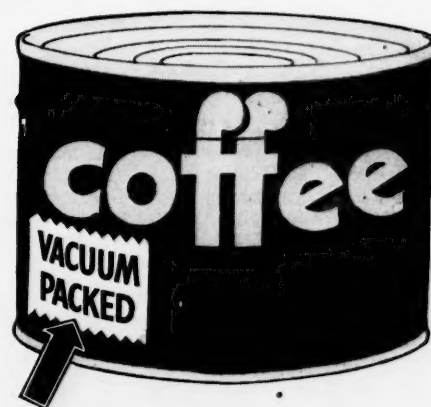
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*Today no coffee container in the world can offer you better flavor protection than the vacuum pack can, originated by Canco.*



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1. Each Flav-O-Tainer bag has a Pliofilm\* lining and hermetically sealed inner seams. Oxygen is locked out—flavor and aroma are sealed in. That means coffee stays fresh from

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Call on Shellmar-Betner soon...see how many ways Continental can help you.

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The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 1—COFFEE GRIND INFORMATION

A 40-page catalogue containing information on grinding equipment and methods has just been issued by the B. F. Gump Co. Included is data on weighing, cleaning, feeding and blending systems, with machinery specifications, elevation drawings of installations and pictures of plant setups in this country and Canada. B. F. Gump Co., Inc., 1325 South Cicero Ave., Chicago 50,

### 2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 1111 North Halsted Street, Chicago, Ill.

### 3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

### 4—COFFEE GRIND STANDARDS

Copies of the Simplified Practice Recommendation on Coffee Grinds, which have been out of print, are now being made available to members of the trade by Jabez Burns & Sons, Inc. This ten-page reprint of the U. S. Department of Commerce pamphlet gives details of the standard grinds worked out by the trade in cooperation with the government. For a copy, write Burns at 11th Avenue and 43rd St., New York 36, N. Y., or check the coupon below.

### 5—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

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FEBRUARY, 1954

Formerly THE SPICE MILL

# COFFEE & TEA INDUSTRIES and The Flavor Field

77th Year

FEBRUARY 1954

Vol. 77, No. 2

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77th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

# investigations won't add one coffee bean to available supplies, trade feels

"Not one coffee bean will be added to available supplies by the investigations."

This opinion was widespread in the industry as three separate investigations probed coffee prices. The inquiries were launched amid a mounting national uproar.

The White House moved onto the turbulent coffee scene with an announcement at the end of January that a full-scale investigation was underway by the Federal Trade Commission.

One day later the Senate Banking and Currency Committee started an inquiry into the reasons for coffee price increases.

Five days later the Senate Agriculture Committee opened an investigation.

President Eisenhower announced that a preliminary investigation of coffee prices by FTC, started 15 days earlier, had indicated a "full-scale investigation" was in order.

FTC Chairman Edward F. Howrey declared that the preliminary study had suggested recent coffee price increases "may be due in part to speculative activity."

The National Coffee Association told the press it viewed "as a most constructive move" President Eisenhower's announcement of the FTC investigation.

"This association, through its press releases, has repeatedly cited the basic factors which have brought about the advance in prices," NCA declared.

"The projected investigation should further the objective of acquainting the American public with the facts."

President Eisenhower indicated that the FTC would "give particular attention to the charge that domestic trading in coffee futures on the Coffee & Sugar Exchange is restricted to certain types of coffee, and that all domestic coffee prices are tied in in some ways to the Exchange price."

The President added that the Trade Commission will work closely with the Justice Department.

## Targets of Federal Trade Commission probe set by Chairman Edward Howrey

Mr. Howrey said that in addition to Exchange contracts, FTC would also have these targets;

1. Analysis of trading on the exchange.
2. To what extent does exchange trading affect or indicate prices at each level of the industry, i.e., import, roasting, wholesale and retail?
3. What are the activities of the National Coffee Association and its members in connection with the storing, preparation, pricing and sale of coffee?
4. What are the accuracy and source of supply estimates? Are these estimates "slanted" in any way for the purpose of influencing coffee prices?

5. What is the accuracy of demand estimates. Some estimates suggest that per capita coffee consumption is rising rapidly in the United States, while other figures indicate that consumption has dropped since 1949, particularly U. S. government, civilian and military consumption.

6. What is the effect of price on demand? Some have alleged that the coffee industry seems to base its operations and pricing activities on the assumption that the demand is inelastic and that demand is not effected by higher prices.

7. What is the long-range supply-demand outlook?

8. What are cost and profits in the coffee industry?

9. The possible cornering of the supply of coffee. This will require an investigation of the inventories of "captive" coffee in the hands of large American roasters who have their own buying subsidiaries in foreign countries and direct delivery contracts.

FTC's objective is twofold, it was explained: to determine whether the law is being violated and to publish an economic report on the situation "in a very few months."

## FTC investigators visit Exchange, NCA, report cooperative attitude

The commission's investigators visited the Exchange, the National Coffee Association and members of the industry and reported a fully cooperative attitude.

The investigation is being made by FTC's three top economists, plus two of its best trial lawyers, plus its top investigator, plus "a crew of attorney-examiners," Mr. Howrey said.

The economists are Jesse Markham, Irston Barnes and Jon Blair. The trial lawyers are L. Edward Creel and William C. Kern. The top investigator is Harry Bobcock.

The initial phase of the investigation will be concerned with the contracts which form the basis for futures trading, Mr. Howrey said.

The Exchange was a target in all three investigations.

The public probe by the Senate Agriculture Committee was short-lived. Headed by Senator George D. Aiken (Republican, Vermont), the six-man committee held a three-hour investigation.

Two days later the committee approved Senator Guy M. Gillette's three-year-old bill to put coffee trading under federal supervision.

The following week the Senate passed the bill by voice vote, without audible dissent, and sent it to the House.

The bill places the Exchange under the control of the Commodity Exchange Administration.

Two coffee witnesses at the brief inquiry told the Senators they did not see how CEA control would lower coffee prices.

Exchange President Gustavo Lobo, Jr., told the committee that the effect of a United States attempt to regulate coffee trading would be "to affront our neighbors and drive trading from our market into those of Rio de Janeiro or Santos, or the recovering markets of Western Europe.

"In addition to the international reactions, this would result in a reduction of the broadness of our market and would unquestionably lead to wider fluctuations, or no market at all."

Mr. Lobo pointed out that the Exchange, which does not set prices but merely records them as a thermometer records temperature, has long-established rules and regulations and self-policing methods of its own. To attempt government policing of a market which originates all over the world and deals in a commodity "wholly foreign to the United States" is "unnecessary, unrealistic, impractical" he asserted.

## **CEA control of Coffee Exchange won't swell supplies, Aiken committee told**

Even though the Coffee and Sugar Exchange believes government control of its activities inadvisable, Mr. Lobo said, it is ready to "cooperate in every way to make it workable," if Congress decides that regulation can "in any way increase the world supply of coffee, or aid in any way in bringing about lower prices for the American consumer."

Chandler A. Mackey, who heads C. A. Mackey & Co., Inc., and is a member of the Exchange, said more coffee was needed and regulation of trading wouldn't correct the situation. Mr. Mackey made it clear he was not speaking on behalf of the Exchange.

Joseph M. Mehl, administrator of the Commodity Exchange Authority, told the committee that although there would be special difficulties involved in the supervision of the coffee market, they were "not insurmountable." He said he felt the CEA could control "unwarranted spurts in coffee prices."

Senator Gillette, in a letter read to the committee, wrote: "I am convinced that adoption of this proposal would be a major contribution toward limiting, if not entirely correcting, the potential continuation or repetition of the speculative raids which have been permitted to occur with such costly effects too frequently in recent years."

More in the news, as weeks passed, than the other investigations was the one conducted by a subcommittee of the Senate Banking and Finance Committee, headed by Senator J. Glenn Beall (Republican, Maryland). This group held continuous sessions, and public ones, in Washington, D. C.

Senator Beall was named to head the subcommittee by Chairman Homer Capehart. Other members of the investigating group were Senators Prescott Bush, Conn., and Frederick G. Payne, Maine, both Republicans, and J. Allen Frear, Del., and Paul H. Douglass, Ill., Democrats.

Horacio Cintra Leite, president of the Pan-American Coffee Bureau, wired Senator Beall that the PACB was concerned about misunderstandings arising from the coffee situation, and offered the services of the organization to the subcommittee.

"The Pan-American Coffee Bureau, representing" principal coffee growing nations of Latin America, is deeply

concerned over the harmful effects of misunderstanding about the coffee situation upon international good will and friendly relationships that must prevail in the Western Hemisphere. "Mr. Leite said. "The Pan-American Coffee Bureau has two functions: (1) To promote the consumption of coffee and (2) to maintain goodwill between the growing nations and the United States as the major customer for coffee.

"Therefore, as president of the Pan-American Coffee Bureau, I offer our services to your subcommittee and will gladly contribute the full resources of the Bureau's research and experience to your investigation.

"My own people of Brazil and the peoples of Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico and Venezuela, are vitally interested in rendering all possible assistance to you and your committee in making the full story of the coffee situation available to our best customers, the American people."

In opening the inquiry, Senator Beall declared that his committee was "not unaware of the friendly relations" existing between this country and Latin America.

"The committee assures the people and governments of other nations that this inquiry is in no way directed against them. But, in fact, is intended to maintain the sound basis of trade which is essential to friendly and understanding relations between governments," he declared.

Exchange president Lobo and vice president Leon Israel, Jr., told the legislators that the futures market cannot determine prices, which are the expression of the opinion of a free market.

The witnesses were asked by Senator Bush for a sum-up answer to the question: "Why is the price of coffee so high?"

"It is our feeling," they said, "that the present price of coffee is due in a very great measure, if not in its entirety, to a changing statistical situation of world supply and demand."

Mr. Israel, in answer to detailed questions, pictured the coffee marketing procedure, from tree to cup.

The producer gets about 2,000 cruzeiros per bag and the exporter sells it for about 2,300 cruzeiros—the difference covering freight costs and a one per cent mark-up for the exporter, Mr. Israel said.

## **Beall group hears details of coffee marketing; asks brokers for records**

The bags arriving in New York, New Orleans and other ports are consigned either directly to roasters or pass through the hands of jobbers, Mr. Israel continued. The agent in the port adds his 0.5 per cent commission, he said.

The roasters are spread throughout the United States, and they must include in their wholesale price not only freight charges from the seaport, packaging, grinding and freight to the grocer, but a 16 per cent shrinkage in bulk as a result of the roasting process.

The testimony also covered Brazil cruzeiro-dollar transactions, and the technical procedures of the Exchange.

The Senators congratulated Mr. Lobo and Mr. Israel for presenting the case "very ably", but admitted they did not fully understand the statistics.

(Continued on Page 35)

# *In Spite of the Present Coffee Price Levels*

*We believe* consumers should be continually reminded that coffee is still comparatively inexpensive, on the basis of 40 cups to the pound.

During the present nation-wide agitation about coffee prices, roasters should tell the truth, reminding newspaper editors, salesmen and all others who influence public opinion, that coffee continues to be one of the least expensive and most satisfying beverages.

*"Coffee Costs so little . . . .*

*. . . . and gives so much"*

**Ruffner, McDowell & Burch, Inc.**

**NEW YORK: 98 Front Street**

**CHICAGO: 408 W. Grand Ave.**

**SAN FRANCISCO: 214 Front Street**

**NEW ORLEANS: 419 Gravier St.**



# **"Come and see for yourself", Brazil invites U. S. housewives, Congressmen, newspapermen**

"Come to Brazil and see for yourself".

This no-cost invitation—Brazil will foot the bill—went to members of Congress, leading publishers and writers, and representative housewives.

Extended by Joao Pacheco e Chaves, president of the Brazilian Coffee Institute, the invitation was made "in order to clear the atmosphere of doubt and rumor about the reasons for the rise in coffee prices."

In the first delegation were four women, officers of the General Federation of Women's Clubs. After a briefing by James S. Kemper, United States Ambassador to Brazil, the four women left by plane for their on-the-scene study.

They were Mrs. Theodore S. Chapman of Jerseyville, Ill.; Mrs. Zaic Woodford Shroeder, of Grosse Pointe, Mich.; Mrs. Gilbert F. Loeb, of Waterville, Maine, and Mrs. Carl E. Swanbeck of Huron, Ohio.

## **Women food commentators in second "come see" delegation to Brazil**

Clementine Paddleford headed another group of women, leading food writers, who also accepted Brazil's invitation to "come and see for yourself". Miss Paddleford is the famous food editor of the New York Herald-Tribune.

Another group of reporters for top newspapers was also scheduled to make the visit.

In full page ads explaining the invitation, the Pan-American Coffee Bureau said that those who accept will "visit typical coffee farms, coffee warehouses and the coffee shipping ports. They will be free to investigate where and what they wish. Their questions will be answered fully and frankly."

"Brazil will welcome this group—just as it welcomes the Congressional and Federal Trade Commission investigations—as an opportunity to lay before you, the consumer, the full story behind present coffee prices."

The government of Brazil issued a note declaring that it does not intervene in the coffee market to force prices up, and that it is "prepared to discourage any maneuver to raise prices through manipulation of the coffee supply situation."

The statement, released by Brazil's Foreign Ministry, was made "in view of insinuations from markets consuming Brazilian coffee that the recent price rise was caused by the Brazilian government's direct or indirect action."

The seven point statement declared:

1. As a result of being the largest coffee grower and exporter in the world, Brazil has always suffered certain consequences. Brazil is hit the hardest when coffee is overproduced and prices are low. Its unpleasant task then is to take the strain off the market and to bear alone the losses resulting from a general stabilization of coffee supplies.

"When there is good demand but supplies of coffee are low in relation to growing demand, then again Brazil is blamed—in this case, as though the government of Brazil were responsible for natural factors quite beyond its control.

The situation we are now faced is therefore not new by any means—but it is nonetheless serious.

"2. The Brazilian government takes this opportunity to state that it does not intervene on the market to force prices up and also that it is prepared to discourage price maneuvers aimed at taking advantage of a short supply situation caused entirely by frost and other weather factors.

"3. The efforts of the Brazilian government through the Brazilian Institute are aimed specifically at guaranteeing a flow of coffee big enough to meet the immediate minimum needs of consuming markets, particularly the United States, despite the present short coffee supply.

"4. In line with this same approach, the Brazilian government must necessarily take into consideration the predicament in which Brazilian coffee growers are placed, especially those whose plantations suffered frost losses, by helping them rehabilitate the hardest-hit plantations and to restore worn-out soils, and by extending credit to growers on a basis of normal coffee market prices with no margin left for bullish speculation.

"5. The policy of the Brazilian government is aimed at protecting the interests of the nation as a coffee exporter. Such protection consists of maintenance and expansion of stable and properly supplied consuming markets, on which the price level would represent a reasonable

## **Inter-American Economic Council concerned by U. S. coffee boycotts**

A resolution expressing concern over "the campaign against the consumption of coffee being carried out in the United States" was voted in an 11-hour session of Inter-American Economic and Social Council.

The Council is made up of the 14 American coffee-growing countries, plus the United States.

A four-nation resolution would have accused the United States of "economic aggression against the coffee producing countries."

Edward G. Cale, U. S. delegate said the resolution would do more harm than good in the United States, and would further arouse public opinion.

Mr. Cale refrained from voting on a milder version until he could get instructions from the U. S. Department of State.

The coffee question is expected to be high on the agenda of the Inter-American Conference next month in Caracas.

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return for the coffee grower in relation to the terms of trade on the world market.

"6. Brazil further believes that without mutual understanding and a system of semi-periodical consultations among coffee representatives in both producing and consuming countries, it will be impossible to avoid misinterpretation that would only postpone restoration of production levels, a goal now near at hand. It is in this spirit that the Brazilian government extends the invitations made by the president of the Brazilian Coffee Institute to government and public personages in the United States to visit Brazil and check, on the spot, how frost damage reduced exportable coffee supplies.

"7. The Ministry of Foreign Affairs has taken the measures necessary to clarify for government officials and the consuming public of the United States the true circumstances of this problem."

Horacio Cintra Leite, U. S. representative of the Brazilian Coffee Institute, declared that Brazil "has not held back and will not hold back a single bag of coffee destined for the American market and will act positively to halt any attempt which might be made at coffee speculation in this time of critical supply."

Mr. Leite, who is also president of the Pan-American Coffee Bureau, flew to New York after a month in Brazil surveying frost damage to coffee there and attending the World Coffee Congress.

### **"483,191,208 coffee trees in Parana and Sao Paulo hit by frost"—Leite**

He reported that "despite an unprecedented drain on supplies, Brazil has kept coffee shipments to the United States flowing to the extent of its abilities, and any talk of an artificially created shortage in Brazil is arrant nonsense."

He said that a total of 483,191,208 Brazilian coffee trees in the southern states of Parana and Sao Paulo were damaged by the frost. "The loss in coffee," he asserted, "is calculated at 483,191,208 pounds. At the rate of 50 cups of coffee to the pound, that is 24,159,560,400 cups, or more than 150 for every American. Such a loss is hardly artificial."

Mr. Leite, who is one of Brazil's leading coffee growers, said that "this talk of artificial shortages sounds especially strange to me, because on my Sao Paulo plantation I lost 40 per cent of my trees. Damages to the rest mean I will lose 70 per cent of my crop this year and next.

"I have put in 72,000 new trees of a newly developed frost-resistant strain and a higher yield. We are urging other coffee farmers to do the same within the limits of their financial resources."

He said that "Brazil has full confidence in the fairness of the American consumer when she knows the facts, and we are going to give the consumer all the facts. The consumer might be interested to know, too, that every cent Brazil gets from its coffee sales to the United States goes back to the United States for our purchases and payments here, with more besides. Coffee is the lifeblood of our billion-dollar trade with this country and it must not become the football of partisan interests anywhere."

Of Brazil's total exportable 1953-1954 crop of 14,150,000 bags, he said, 9,305,578 had been exported or had

### **Angry Brazilians urge boycott of U. S. goods**

A chain letter called the "Patriotic Chain" has been launched in Brazil as a result of the movement in the United States to reduce coffee consumption in retaliation for the recent price rises.

A copy of the letter was printed in The Brazil Herald. "Patriotic Chain" asks all consumers to boycott goods made in the United States.

"If the United States does not wish to pay a fair price for our coffee, why should we pay absurd prices for the junk they are selling us?" the letter asks.

"The quicker we correct the mistakes made by North Americans, the better it will be for our friendship, but unfortunately they consider themselves supermen and won't understand that we are equals. We demand equal rights and equal duties."

reached exports by January 1st, leaving only 4,845,000 bags available from that crop until the new harvest begins to reach ports next July.

Brazil usually keeps stocks of about 3,000,000 bags as working stocks and as a guarantee against market demand fluctuations.

Brazil's export shipments to the whole world, he said, averaged more than 1,500,000 bags a month during the July-December period of last year, a higher percentage of its exportable coffee than it shipped in the same period of 1952 or 1953.

"Higher prices," the Brazilian spokesman said, "appear to reflect above all the hard fact that the intense efforts of coffee growers to keep pace with demand have been temporarily thwarted by Brazil's frosts."

Representatives of the coffee industry of Colombia said visits by leading Americans to Brazil to "see for themselves" would be revealing.

The recent rise in coffee prices would be immediately understandable if the existing evidence of the widespread damage to the Brazilian crop by last summer's freezing weather could be seen, declared don Manuel Mejia on his return to New York from attending sessions at the World Coffee Congress in Curitiba, Brazil.

### **Inspection shows Brazil's efforts to boost output, say Colombians**

Mr. Mejia, general manager of the National Federation of Coffee Growers of Colombia, in company with the Federation's U. S. representative, Andres Uribe, headed a five-man Colombian delegation to the coffee conference and toured the frost damaged coffee areas in the Brazilian State of Parana.

Colombia, which is the world's second largest coffee producing nation, has consistently endeavored to help maintain the stability of the United States coffee market by shipping annually as much coffee as the American trade could consume, Mr. Mejia declared.

In 1953, Colombia sent 5,762,531 bags of coffee to the United States compared to 4,452,571 bags in 1952 and 4,311,000 bags in 1951. Every effort will be made in

(Continued on page 34)

# One fact worth a billion dollars a year

When you've been raising half the world's coffee as long as Brazil has, you tend to be taken for granted. People forget that your crops must be remarkably good to be accepted so widely.

Here in the United States, blenders can choose from coffee grown anywhere on earth—and consumer purchasing can make or break any brand on the grocer's shelves. Just about every blend, every brand, is all-Brazil or Brazil-based. Americans drink more Brazil coffees than all other kinds put together.

*Obviously the Brazils are preferred.*

No coffee-producing area lays claim to greater variety than Brazil. The blessings of climate, soil and skilled men have endowed the Land of the Amazon with natural advantages that cannot be overlooked.

Inevitably Brazilian coffees include a number whose standing is the ultimate. This is hardly open to question. The decision has been made year after year by the general public. Experts, too, universally respect the supreme quality, the full body and unequalled aroma of the Franca, Campinas and Ribeirao Preto crops.

This year again, Brazilian coffees will come north; American manufactured and processed goods will flow south. The two-way exchange is a trade fact that in recent years amounts to over a billion dollars annually, and sometimes much more.

Every coffee man deserves credit for this triumph of commerce and good neighborliness. We of Brazil are proud of our part in it.

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# see public opinion boomerang loosed by restaurants with coffee "war" edicts

Restaurant operators and regional association executives who jumped into headlines with declarations of "war" against coffee prices seem to have let loose a boomerang.

The declarations were usually coupled with announcements of price increases to 15 cents, or even 25 cents a cup.

Some newspapers came back with articles that did public arithmetic on coffee costs and cup prices. These articles pointed out that a rise in cup costs of one cent, or less, was no reason for an increase in cup price of five cents, or more.

The result has been a tendency for public resentment to focus on restaurants as trying to profiteer.

Responsibility for this situation has been pinned on those few restaurant people who jumped into the news with frantic declarations against coffee prices.

By and large, the restaurant industry did not raise its cup price on coffee. Many leading operators and association representatives announced they were holding the line. Yet reports of "coffee war" and price rises won so much more space that the public, on the whole, was given the impression jumps in menu prices on coffee were general.

Among the first to make the headlines was the Rhode Island Restaurant Association.

'Restaurant Association Wars on Coffee' was the head on one Associated Press report.

"Members of the Rhode Island Restaurant Association voted a full scale war on coffee prices," the report stated.

"The members voted to pull down all coffee signs and substitute signs urging people to drink tea, chocolate and milk.

"In addition to supplying its 200 members with table signs urging customers to try other beverages, the association will make the signs available to non-member restaurants."

A United Press dispatch added to these details. It quoted Walter W. Ortner, executive secretary of the association:

"We've got to stop the coffee price spiral now.

"If we can get people voluntarily to stop drinking coffee for a while we can drive the wholesale price back down. Otherwise restaurants will have to raise the price themselves."

The Wisconsin Restaurant Association advised its members to urge patrons to drink tea, milk or some other beverage to lessen the demand for coffee. This, too, won heavy coverage.

A week later Elmer Conforti, executive secretary of the Wisconsin group, was in the papers again, this time with a prediction:

"Based on the ingredient cost and a reasonable markup, I'm afraid that you're going to find coffee at 13 cents a cup in restaurants."

By mid-month, restraint was being thrown to the winds. AP quoted a report that the 15-cent cup of coffee was now a reality in many cities across the country.

The source was Mark Strong, president of the eastern regional group of the Restaurant Trade Association Executives.



"Coffee and —" Coffee sells many other restaurant items, says Cooking for Profit, a magazine devoted to restaurant operation.

Mr. Strong was detailed. He listed some of the cities where the 15-cent sweep was taking place: New York, Boston, Philadelphia, Chicago, St. Louis, Kansas City and Minneapolis.

Mr. Strong, who said his group represents 100,000 eating places from Maine to Florida, declared in the interview that rising coffee prices were "the straw that broke the camel's back" in a general operational "squeeze" on restaurants.

The Union News Co. thought it saw a good thing and moved to make the most of it. The company operates more than 300 food outlets across the country. It started putting up signs reading:

"We feel the increases of the raw coffee market are unjustified. We urge our patrons to drink tea."

Only the week before, Union News had increased its coffee price from 10 to 15 cents a cup at all "sitdown" lunch counters.

Here's how a company spokesman explained it:

"We feel the consumers should be the one to regulate the coffee market. We feel that if we continue to absorb the rising cost of wholesale coffee, it will not be fair. That's why we raised our prices. We feel that the consumers are the one to judge what the price should be and if they boycott coffee, they'll force the prices down."

Not all operators looking for a cup price rise were as righteously indignant as Union News. A Chicago coffee shop did it with what it hoped was a smile. It posted a sign reading:

"In memoriam:

"On January 25, after a lingering illness, the 10-cent cup of coffee died.

"Interment will take place immediately in its own grounds."

The new price in the coffee shop was 15 cents a cup.

Even while these announcements, with and without laughs,

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## **Five-cent cup of coffee?**

### **How about \$1,000 car?**

A San Salvador coffee official said he would be happy if every North American could get a five cent cup of coffee—if persons in the 14 coffee-producing countries could buy \$1,000 automobiles.

Roberto Canessa, president of the Central American Coffee Federation, was quoted by the newspaper *La Prensa Grafica*.

were coming out, the 15-cent cup of coffee was being riddled.

The most devastating shot came from Liberal, Kansas. Paul Park, who operates a cafe there, told the AP he wouldn't boost his price from a nickel to a dime.

The reason: he makes \$90 a week profit on coffee in his restaurant at the nickel level.

The same AP report told of another Liberal (Kansas, that is) operator who cut the price of coffee to four cents a cup at his drive-in place.

Owner Jim Lofland explained: "I can break even at four cents a cup. Coffee is just an accomodation for our customers anyway."

Amid the Rhode Island-Union News statements, Paul Park's comments were startling. NBC-TV sent a reporter to his Parkway Grill. The interview was broadcast as part of the John Cameron Swayze program over WNBT-TV, New York City, and the NBC Television Network.

Here's a quote, from the transcript:

"Well, I use the method of measuring the amount on each pot that I make. And I get 60 cups out of 15 ounces. We average 3,000 cups a week in here at five cents a cup, or \$150. I used \$9.00 worth of cream and sugar in the week that we checked, and at the present price, I used \$50 worth of coffee. That leaves me \$91 left to pay my help and everything else.

"If I had another item in the place that gave me the same percentage of profit that coffee does, I'd be one of the happiest restaurant men in America."

Less of a national stir, but more of an impression on thoughtful restaurateurs, was probably created by Paul Henkel, president of the Society of Restaurateurs.

Mr. Henkel told the New York Times that restaurants make a higher percentage profit on a cup of coffee than on any other item on the menu. He said that was why the current rise in wholesale costs did not force them to mark-up their menus.

Mr. Henkel explained his stand this way:

"The better type of service restaurants used 12 ounces of coffee to a gallon of water. Allowing for evaporation and spillage, this produces 21 servings of coffee. With restaurants paying 92 or 93 cents a pound wholesale, the 12 ounces needed for 21 servings cost them 70 cents or less. Many food chains and lunchrooms, serving a weaker brew, got more than 40 cups out of 12 ounces of ground coffee.

"Even with overhead costs, the cup of coffee gives a better profit than any other item of the meal."

In the same article, the New York Times took issue with Mark Strong on whether the 15-cent cup of coffee was "now a reality."

Mr. Strong had listed New York as one of the "15-cent

sweep" cities. It just wasn't so, the Times indicated.

"The 10-cent cup of coffee appears to be a permanent fixture in most of New York's public eating places, despite the rise in coffee bean prices," said the Times report.

"A survey of lunchrooms, restaurants and hotel dining rooms showed that few had raised the price of a cup of coffee, or intended to do so. In most places the price is a dime. Higher-priced restaurants charge more, but that price differential existed long before the rise in coffee bean prices."

The 15-cent price for a cup of coffee, as a policy for restaurants generally, began to turn into a public relations boomerang as early as the middle of the month.

"Got 15 cents for a cuppa coffee?" asked the New York World Telegram in a feature article headline. "Millions are boiling over."

Staff writer Robert H. Prall minced no words:

"New Yorkers by and large are a fairly patient, tolerant, go-along-with-it bunch of people, but they seemed fairly well agreed today that there was something obscene-sounding about the phrase a 15-cent cup of coffee.

"Sure enough, we're going to be asked soon to pay that much in a lot of places, what with coffee prices going crazy and all that. The head of one big chain of restaurants here said flatly:

It looks inevitable. No one expected coffee to go this high. We don't like it, and at 15 cents a cup we will not be robbing the consumer.

"Well, now, he's going to find a lot of people who will argue he's doing just that. These are people who can add and subtract and even divide—like this:

"So maybe coffee will cost \$1.20 a pound, but you can easily get 40 cups from a pound. This works out to be three cents a cup so, where do they get off charging 15 cents?"

By the end of January, Daily News reporter Theo Wilson was able to find some coffee men angry enough at "warring" restaurateurs to talk. The material made a Page 4 article headlined: "Coffee Hike to 15 Cents Called Gyp".

The article appeared, mind you, in a newspaper which has a circulation of about 2,000,000. Here are excerpts:

"One penny is the most that any restaurant could honestly add to the price of a cup of coffee, if he feels he must do any price raising at all, one expert said.

"It's not our business what any owner charges in his own

(Continued on page 67)

## **Supply and demand then, now too, Brazilians say**

Agitation in the United States over the rising coffee prices is a mere ripple compared to the wave of emotion in Brazil over the suggestion of a buyers' strike or boycott in the United States, according to Sam Pope Brewer in the New York Times.

The argument heard constantly from coffee men, Government officials and Brazilians in general was roughly that "when the coffee price fell so low that Brazil was burning it because she couldn't sell it, nobody offered to buy it. That was considered the law of supply and demand. Now coffee is short and we sell it for what is offered. What is wrong with that?"

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# roasters act to get coffee facts to public

As the tirade against coffee prices mounted in the press and in legislative halls across the country, coffee men tooked for ways to stem the flood with facts.

Roasters, especially, were subjected to the buffeting of grocer, restaurant and consumer questioning.

In this crisis, some members of the industry responded with magnificent initiative and statesmanship.

Entirely on their own, some of them quickly turned out booklets on coffee prices; wrote letters to local editors and to legislators; and arranged for interviews with local newspapers and radio stations.

In most instances, the material was without resentment, even in the face of near-hysteria and groundless innuendoes. Instead, the content was constructive, helpful, factual.

Many packers, in addition, turned to the "open letter", the editorial on "The price of coffee" which appeared in the January, 1954, issue of *COFFEE & TEA INDUSTRIES*, formerly *The Spice Mill*.

Roasters used the "open letter" with price notices to restaurant and grocery customers; in briefing their own salesmen; as a source of facts for interviews; and as a direct statement to consumers.

More than 92,000 reprints of the "open letter" have been used by roasters throughout the country, at this writing, and orders for more are coming in at the rate of several thousand reprints a week.

Continuing this service to the industry, *COFFEE & TEA INDUSTRIES* has prepared a second statement on the current price situation, an "open letter" to the restaurant operator on "The price of restaurant coffee".

The "restaurant open letter", appearing elsewhere in this issue, is also being made available as a reprint, at cost.

Among the best of the roaster responses in the current crisis was a booklet turned out with astonishing promptness by the Boyd Coffee Co., Portland, Oregon.

In two colors, brown and black, the booklet uses an informal cartoon style to make one central point; that the coffee man, the restaurant operator and the grower are all in the same boat—when supply goes down, prices go up!

The first page shows a boat adrift, with three men aboard—a Latin American, with sombrero; a chef, with the hat of his calling; and a third character, presumably the American coffee man. The caption, in large, easy-to-read letters, declares: "We're all in the same boat!"

Inside is a spread picturing the globe, with coffee dropping out of Brazil into a bag, and a zooming rocket trailing dollar signs. "When a supply goes down, prices go up!" the booklet declares. "World coffee supply dwindles—coffee prices rocket!"

The last page, a foldout to the full 8½ by 11 inch size of the booklet sheet, is headed: "Here are the facts straight from the Associated Press." Underneath is reproduced an article by Sam Dawson with a New York, January 11, dateline.

Circled alongside the article, with lines running to pertinent paragraphs, are highlight statements, such as: "The frost in Brazil nipped 12 billion cups of coffee in the bud," "Production has dropped from 25 million to 14 million bags annually."

FEBRUARY, 1954

Among constructive newspaper articles on coffee, one of the most rounded was a piece by Tom Gallant in the Chattanooga, Tenn., *News-Free Press*.

Supported by 50 column inches of pictures of coffee growing and shipping, the article was a detailed report of the reasons for the price rise.

Among the points covered was the position of the American trade as a service industry; the impact of the frost; the trend in crops and in demand; the time it takes to produce a pound of coffee; the importance of coffee to American and inter-American economy.

"In a pound of coffee there are 4,500 beans," the article pointed out, using facts made available in the "open letter".

The article continued with interesting arithmetic:

"At \$1.03 a pound for coffee, you are getting about 44 coffee beans for a penny. Or, to work it out a little further—you get 50 beans for 1.1 cents; 100 beans for 2.3 cents; and 1,000 beans for 22.9 cents.

"If coffee should go up to \$1.25 a pound, you will pay 1.4 cent for 50 beans, 2.7 cents for 100 beans and 27.8 cents for 1,000 beans.

In the field of letter-writing, notable work was done by Irving Manning, manager of the Smart & Final Iris Co., Vernon, Calif.

Mr. Manning read in the Los Angeles papers of the remarks on coffee by Mrs. Leonor Kretzer Sullivan, Congresswoman from Missouri, who mentioned "profiteering", "speculation" and "gouging", immediately wrote her a letter.

The letter was not the sputtering of an angry man. It was quiet, factual, constructive. It mentioned the frost damage and the short supply. It questioned what the government could do in coffee that would not raise prices further and harm our relations with other countries. It offered a definition of a fair price. It emphasized that coffee was a pleasant drink, and asked, "Where else could you find so much real enjoyment for two or three cents a cup?"

(Continued on page 44)



Restaurateurs are remembering that the eggs may be fluffy and the bacon crisp—but the all-American breakfast is a flop if the coffee isn't good! Coffee shapes attitudes toward other meals, too.



## **Boycott moves pose serious public relations problem for American coffee industry**

*As the coffee crisis moved to a peak, actions to boycott coffee were picked up by newspapers across the country, hungry for coffee news.*

*It seems to be true now, as was true before, that the declarations of the boycotts make the most noise. Actual buying tapers off less than the stories might infer.*

*The boycott moves must therefore be weighed carefully. To take them at face value exaggerates their importance. To dismiss them would be to overlook a real factor.*

*Time, plus the public relations efforts of the coffee industry, will determine the final impact of the boycotts on consumption.*

*Here, for an overall view, is a round-up of some of the stories on boycotts which appeared in newspapers.*

### **Brooklyn Borough President asks for "coffeeless" Wednesdays**

Brooklyn Borough President Cashmore asked residents there to observe "coffeeless Wednesdays."

Copies of Mr. Cashmore's proclamation, ornate with golden official seal, were put up in restaurants from Columbia Heights to Canarsie.

In addition, 5,000 leaflets emblazoned with the proclamation were distributed to retail food stores.

In response, some restaurant patrons turned to a substitute beverage with their meals. But one restaurateur laughed when asked if customers were turning away from coffee.

Another remarked that "about a dozen" misread a copy of the proclamation posted in his place and walked out because they thought no coffee would be served to them.

Preliminary results in a survey of food stores taken by the borough president's office showed an "encouraging" decline in coffee purchases, it reported.

### **"Coffeeless" days for Congress proposed**

Representative Hosmer. (Republican, Calif.) proposed "coffeeless" days in Congressional restaurants.

He introduced a bill to ban coffee sales in Capitol cafes on Mondays, Wednesdays and Fridays until the price of popular-priced brands gets down to 90 cents a pound or less.

The Californian suggested people drink milk on the days coffee is banned to help out the surplus of dairy products.

### **Toledo proclaims "coffeeless" Wednesdays**

"Coffeeless" Wednesdays were proclaimed by the Mayor of Toledo, Ohio, until the price of coffee comes down.

Mayor Ollie Czelusta issued the proclamation at City Council requests.

### **Congressman calls for boycott**

Representative Lawrence H. Smith (Republican, Wis.) called for a "coffeeless Wednesday" each week in an effort to clamp a lid on soaring coffee prices.

Smith said the working men in his district demand "a good cup of coffee for five cents and it should be available to them at that price."

### **Asks "coffeeless" Wednesdays for N. J.**

Senator Wesley L. Lance, Republican of Hunterdon, N. J., introduced a resolution urging New Jerseyans to stop drinking coffee on Wednesdays "until such time as the laws of supply and demand correct consumer price levels."

### **Napa women relent on boycott**

The Napa California, Business and Professional Women's Club, 35 strong, solemnly pledged not to buy, serve or drink coffee again "until the price comes down."

By unanimous consent, however, the ladies voted a six-hour delay on their pledge when they were informed coffee had already been ordered for the evening's festivities.

### **Detroit man wages telephone campaign**

Hall Wilson of Detroit, Mich., is ready to fight coffee prices even if it takes forever. His weapon—the telephone.

He has phoned 209 persons. There are some 700,000 listings in the Detroit phone book.

"Ma and I bought two pounds of coffee a week, but no more," he said. "We have switched to tea and milk."

Wilson figures if he makes 20 calls an hour during a five-hour daily span, it will "only take me 1,400 days to finish the book."

### **Massachusetts cuts coffee at institutions**

Massachusetts State institutions were ordered to cut down drastically on the amount of coffee served to inmates, patients, and employees.

State Purchasing Agent George J. Cronin sent this directive:

"People in our institutions should not be served coffee when people outside who are paying the bill cannot afford to purchase that commodity."

### **Grenada Hills women spur boycott**

The 69 members of the Junior Women's Club of Grenada Hills, Calif. have begun writing letters to 2,200 other clubs around the country urging their members to write protest letters to their congressmen and to boycott coffee until the price drops.

## **NCA booklet on coffee prices for distribution by roasters**

A tool which can be used by coffee roasters in the current price crisis has been made available by the National Coffee Association.

It is a four-page, illustrated pamphlet called, "What's happened to coffee?"

The pamphlet was mailed to more than 10,000 women's clubs, 25,000 teachers of home economics, and 600 women's page editors.

"But we cannot reach every consumer in this way," declared Jerome Neuman, chairman of NCA's Public Relations Advisory Committee. "Our ambition is to get copies of the pamphlet onto every grocer's check-out counter. We believe that most of the clerks will welcome this easy way of answering customers' questions about the coffee situation."

Copies are available to NCA members at \$8.50 per thousand, plus shipping charges.

## Seek increased production, NCA urges World Coffee Congress in Curitiba

Seeking ways to increase coffee production was urged in a cable sent by the directors of the National Coffee Association to the World Coffee Congress in Curitiba.

NCA said it views with "grave concern" the recent steady increases in green coffee prices, the reason for which is a tight situation of supply brought on by drought and frost conditions in Brazil, where about 50 per cent of the world's coffee is grown.

"The National Coffee Association has done and will continue to do everything possible to urge the coffee growing countries to relieve the situation by increasing production and by every other means at their command." The cable sent to the First World Coffee Congress at Curitiba voiced "grave concern over developments affecting the United States coffee consumer."

The NCA directors urged the First World Coffee Congress "to take full advantage of its exceptional opportunity to remove the present threat to the coffee economy of the world by broadening the availability of coffee through increased production and every other facility at the command of the Congress, in order that every person in every walk of life may continue to enjoy the world's finest beverage."

NCA urged American consumers "not to waste coffee during this critical period."

With the coffee furor rising to a peak, NCA arranged for a press conference. On hand were James M. O'Connor,

president of the association; Jerome S. Neuman, chairman of NCA's publications committee, Albert Ehlers, Jr., Fred Silence, Phil Nelson, Charles Slover and J. A. McMillan.

In a two-hour session, the coffee men answered questions fired at them by a battery of about 15 reporters.

The panel emphasized that warehouses have only about one week's supply of coffee, contrary to hoarding charges by a prominent restaurateur.

The coffee men said the supply situation should be eased by the 1955 crop, in about two years.

The increases in coffee prices over the last few years were also the result of higher labor costs in Latin America.

The group doubted reports that housewives were cutting down drastically on coffee buying because of higher prices. They said they had received no confirmation of such a trend.

They emphasized that coffee was still the third most inexpensive beverage, with water and tea costing less.

Newspapers seized on one statement, that retail prices would go up another ten cents in about a month, to headline many of their stories.

### Holding line on nickel coffee

In Wheeling, W. Va., a telephone check by the *News-Register* showed that restaurants were, on the whole, holding the line—on the nickel cup of coffee!

"Thirteen of the establishments still charge five cents, three charge seven, 16 ask ten cents, and only one place puts a 15-cent tag on the java.

"Two of these places upped their prices this morning, they told your *News-Register*. One went from eight cents to ten, and the other from five to ten."



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## Hasty restaurant operators run into snags with quick changes on coffee prices

*Restaurant coffee prices continued to make up a surprisingly large proportion of the coffee stories in newspapers and on radio and TV.*

*In some instances, this was the result of an over-eagerness to reap what seemed like easy, ready publicity. General moves along these lines, and restaurant problems, are discussed elsewhere in this issue.*

*Some of the stories were told with a smile. Still they reflected a basically disturbing problem. Here are a few of those reports.*

### It can't be done politely

An Anthens, Texas, cafe owner has given up trying to announce a boost in *coffee* prices politely.

Faced with the rising cost of coffee, A. R. Stripling felt he had to boost the per-cup price to break even and set about wording a sign to ease the announcement to his customers.

He first put up this sign: "Sorry. Coffee, 10 cents." But his customers read it, "sorry coffee, 10 cents" and commented "Why, we've been getting that kind for a nickle."

Then Stripling reworded the sign to say: "Good coffee, 10 cents." The customers observed: "So you finally got around to making good coffee."

That did it. Stripling now informs his customers that coffee is a dime without further comment.

### Sam's place tries one-cent coffee

Sam's special is coffee for a penny a cup.

Sam's is a popular coffee rendezvous for county-city building employees in Seattle, Wash.

Wayne Sencenbaugh and his mother, Myrtle, operate the place. They put up the "penny a cup" sign for two hours and plan it again at irregular intervals, maybe two or three times a week.

"We surprise our regular customers from time to time and the price will attract many new ones," said Sencenbaugh. "It's good for business."

### Coffee scorners get nickle bonus

Restaurant patrons at the Sylvania and John Bartram hotels get a nickle from the management when they don't drink coffee.

Guests were told of the "bonus" by this poem attached to the menu:

"With the price of coffee over a dollar,  
It looks like everyone should holler,  
So for staying away from this high-priced brew,  
We're passing the savings along to you."

### Kilmer officers pay 10¢, enlisted men 5¢

The nickel cup of coffee became a casualty for Army and Air Force officers at Camp Kilmer, N. J.

The price went to a dime in the Officers' Club at the huge East Coast staging area, but enlisted men still were getting coffee for five cents a cup in their own clubs and the Post Exchange cafeteria.

For officers at Governors Island—the First Army head-

## Quality Coffees

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# W. R. Grace & Co.

SAN FRANCISCO

NEW YORK

NEW ORLEANS

## **NCA cancels Banff for 1954 convention; will return to Boca Raton instead**

The National Coffee Association's board of directors has canceled the reservation made with the Banff Springs Hotel, Alberta, Canada, for the 1954 convention in November.

Instead, the convention will again take place at Boca Raton, Florida.

The new dates have been tentatively set for November 30th - December 3rd, 1954.

quarters in New York Bay—coffee not only was unchanged at five cents a cup in Officers' Club, but "seconds" were free with dinner. But Lieut. Donald L. Smouse, Public Information Officer, said the second cup was expected to go to five cents soon.

## **Dear Sir**

### **LETTERS TO THE EDITOR**

Dear Sir:

It's probably no time to be silly about the coffee situation, but what gets my nanny, and could be more silly, than all the rubbish you read in the papers these days about coffee?

The local press here, and I suppose in all 48 states, are printing statements from everyone, from the local mayor to the school janitor, stating their two-cents-worth about the high cost of coffee. Even the local restaurant association and someone for the wholesale grocers are contributing another cent's worth. None of these reports in local papers do any good, except maybe to stir up the animosity of coffee consumers even more. It's like poking a stick into a hornets nest, to improve the situation. Some improvement!

But the thing that tops it all, is the word "investigation." That magic word . . . now we're getting somewhere! Even in our state legislature yesterday some of the politicians proposed a resolution to "investigate" coffee.

That's some joke. They might as well pass a resolution to "investigate the law of gravity."

And the restaurant man, how he hates the rise in the price of coffee! Why, pretty soon he won't be able to use any coffee in the batch at all . . . just water! He's mad, and his association, always quick on the draw, tells him to stick up signs asking customers to order tea, chocolate, milk; anything in place of that devil coffee, even homogenized dish water.

I get 35 good cups of coffee from a pound at home and I dare say it's safe to say the average restaurant gets 40 to nearly 60, especially the way they've been watering the concoction the past few years. So if coffee were to jump 40 cents a pound it only adds one cent a cup cost to the restaurant man. But he hollers blue murder — he must get another dime, or a nickel at least.

Of course, we all sympathize with him for those who order a cup of coffee only and then spend a half hour lapping it up, all the while occupying a seat in his premises.

JAMES F. BERGIN

James F. Bergin & Son, Inc.  
Riverside, R. I.

FEBRUARY, 1954

now! only vaculator  
cuts your service costs

*2* ways!

*first...*

**only vaculator  
reduces glass breakage  
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- SEMI-WIDE NECK to reduce chipping when filling or pouring
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- PYREX-brand GLASS — tops for resisting heat

Supply your customers with VACULATOR bowls—it's like giving them one month's supply of bowls FREE every two months! So, get the simplest line—ONE bowl—ONE handle—ONE bushing... get VACULATOR.



*second...*

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**With the new "SNAP-IN" HEATING ELEMENT**

Here's real ECONOMY in a coffee-maker range. Low-priced to begin with . . . and so trouble-free it practically eliminates service calls and service costs. Amazing new Snap-In Element is so easy to change, even a child can do it. Just lift out the old . . . snap in the new . . . PRESTO! The heating element is replaced in seconds! Only VACULATOR gives you this time-saving, money-saving element!

Write Today  
For Full Facts



**Vaculator**

311 N. Desplaines St.  
Chicago 6, Ill.



## More coffee output urgent need, World Coffee Congress says

The need for more coffee production was stressed at the first World Coffee Congress, held in Curitiba, Brazil, last month.

The Congress decided the next session will be held in four years, rather than two, as previously indicated. The next site will be in Colombia.

The Congress recommended the addition of four commissions which would work toward establishing an equilibrium between production and consumption, crop insurance, customs duty limits, measures preventing re-exportation of coffee, world standardization of the packing unit price and weight.

Other recommendations approved included:

Social welfare and labor measures, as well as establishment of a technical assistance center which would be available to all countries.

Horacio Cintra-Leite, president of the Pan-American Coffee Bureau, offered a resolution calling on coffee-producing countries to take additional steps to increase plantings and yield, "because the growers don't want a continuation of the present temporary situation with its disadvantages and difficulties to our friends, the roasters, distributors and consumers in the United States and other world markets.

"We coffee-growing nations guarantee that every effort shall be made in order to increase production to eliminate this unbalance and re-establish normality," the



This diorama, showing the flow of coffee from various Latin American ports to the U. S., is one of the Pan-American Coffee Bureau displays in the International Exhibition of Coffee at Curitiba, Brazil. The Exhibition will continue for another three months.

resolution said. "Coffee at this moment is being judged, and we should assure the world that we are making an effort to assure consumers a reasonable supply of coffee at reasonable prices."

Joao Pacheco E. Chaves, president of the Brazilian Coffee Institute, told the Congress that the Brazil situation had been aggravated by frost and insects which had reduced production by an estimated 19 per cent.

He said that as a result the next harvest will be far below earlier estimates and that exports in the next six months would be at the lowest point in three years.

National Coffee Association Executive Vice President John McKiernan warned the Congress that while there

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is evidence of an upward trend in coffee consumption in the United States, there is a greater increase percentage-wise in the consumption of other beverages like tea, milk, beer and soft drinks.

He added that coffee is "meeting stiffer competition and is suffering from consumer-resistance because of its all-time high price."

Mr. McKiernan said that American processors have been loath to increase their prices to keep pace with mounting costs. The result, he said, is that their net return has dwindled to a point where "it is said that no industry expends so much effort and financial investment for so small a return."

He said he was encouraged to learn that 600,000,000 new coffee trees had been planted in Parana alone.

"It is up to all of us at the World Coffee Congress—producers as well as processors—to make certain that consumer boycotts against coffee are never justified," he said.

#### **Stewart & Ashby pulls out of retail market**

The Stewart & Ashby Coffee Co., Chicago said last month it is allowing its retail outlets only one normal order of coffee and then will remain out of the retail market until the price situation appears more stabilized.

The policy does not effect hotels and restaurants, which will continue to receive regular orders.

"Nobody knows where coffee prices are going now," Donald R. Stewart, president of the company, said. "In a week or so, I presume we will have a better idea."

Mr. Stewart estimated prices had advanced 15 cents a pound in the last eight weeks.

Mr. Stewart added that the recent can company strike also had affected coffee marketing. He declared that when can deliveries were uncertain, coffee dealers hesitated to speculate in the coffee market.

#### **France to buy more low, medium Brazils**

France is to increase purchases of Brazilian low and medium grade coffees to help prevent any major increase in domestic retail coffee prices as a result of the recent spectacular rise in world markets according to usually well informed trade sources in Paris.

French government authorities have agreed to grant coffee importers a sufficient quota to enable them, in effect, to buy as much coffee as they need.

Trade sources say that Brazilian coffee types five, six and seven have not fully followed the upward trend that occurred in other grades, particularly superior grades. These types have been neglected by United States consumers, while they are used in France for blending with Colonial coffees.

#### **Free car with \$600 a pound coffee wins publicity for used car dealer**

A Jacksonville, Fla., used car dealer bid for attention and business with this ad inserted in the *Times Union*:

"Coffee has gone so high, we have decided to go into the coffee business. We are offering the very best grade of coffee at \$600 a pound.

"As a special inducement we will give an automobile absolutely free of charge with every pound of coffee sold at this price. We will even finance the coffee (and the car) for 24 months."

FEBRUARY, 1954

## **H. L. C. BENDIKS, INC.**

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# **MAXWELL HOUSE** *Coffee*

**BOUGHT AND ENJOYED**

**BY MORE PEOPLE THAN**

**ANY OTHER BRAND OF**

**COFFEE AT ANY PRICE**

MEMBER OF  
**NCA**

*Good to the last drop!*

## Fresh crop of "experts" brought to light by current coffee crisis

As is true of any crisis affecting many people, the current furor in coffee has turned up its share of so-called experts.

Topping the lot this time is Ramiro L. Colon, reported to be the representative of a group of Puerto Rican coffee growers.

Mr. Colon's contribution was summed up by this New York Times headline: "Re-use Grounds, Coffee Man Says."

Here's what this "coffee man" advised American housewives:

"By running the same grounds through the percolator or the dripolator twice, additional cups of beverages can be obtained.

"Still more cups could be extracted from each pound if processors would French roast the coffee instead of using the American method. The French method reduces volume by five per cent but makes the coffee beans 20 per cent stronger. French roasting requires only a few minutes more roasting."

Mr. Colon was evidently afraid he might not be understood, so he made it perfectly clear:

Mr. Colon, aware of the wrath likely to be directed at him by housewives accustomed to using only fresh coffee grounds, insisted that using them a second time would not alter the flavor of the brew if the liquids produced by the first and second runs were mixed together.

"I am sure moderate-priced restaurants are already

doing it," he said, "and can continue to sell coffee at ten cents a cup that way without the customers' knowing the difference."

Across the country, in San Francisco, another "expert" was coming to the rescue of the American housewife. His comments were headlined, "Use Less Coffee, Work It Harder, Expert Suggests."

The expert, Carl Rietz, an instructor in international cuisine at nearby Mills Women's College, said the first step was to get the finest ground coffee available.

"Or, if you have the grocer grind the coffee for you, have him reduce it to the minutest form possible," he said.

"One of the greatest wastes in coffee is due to the fact that the bean is not ground as fine as it should be and consequently the water is not able to penetrate deep enough. Every time you throw out the grounds you're discarding good, useable coffee."

Rietz advised housewives who use a glass coffee maker to put in three-fourths of a tablespoon instead of a full spoon for each cup but to use the full amount of water.

"As soon as the coffee has been vacuumed down to the bottom of the pot, simply heat it again and run the liquid through a second time," he said. "The second trip around the water will be able to soak deeper into each ground and make use of the still rich coffee which you ordinarily would throw away."

### Dallas restaurant cuts coffee price

Sign in a Dallas, Texas, restaurant:

"Due to the advance in wholesale price of coffee, we are forced to reduce our price from five cents to four cents per cup.

Mild Coffees of High Quality are Produced in:

**COSTA RICA • CUBA • DOMINICAN REPUBLIC**

**EL SALVADOR • GUATEMALA • HAITI**

**HONDURAS • MEXICO • NICARAGUA**

*For uniform quality and satisfied customers —  
It will pay you to use these coffees in your blends*

**FEDERACION CAFETALERA**

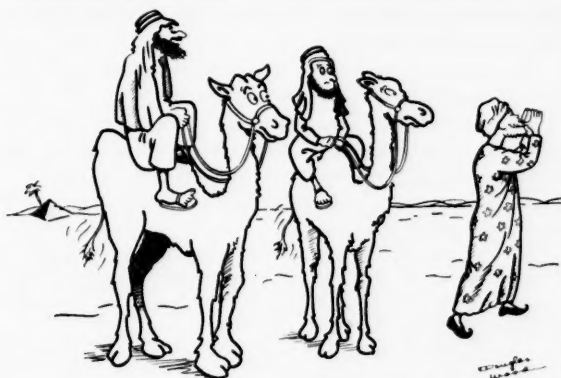
**CENTRO-AMERICA - MEXICO - EL CARIBE**

Dirección Cablegráfica: FEDECAME

SAN SALVADOR, EL SALVADOR, C. A.

## Trade Roast

By DOUGLAS WOOD



"It seems to me I've seen him somewhere before!"

By kind permission of Hills Bros. Coffee, Inc.

### Technical Advisory Committee formed by Brewing Institute

Formation of a seven-member Technical Advisory Committee to review and evaluate research projects of The Coffee Brewing Institute, Inc., has been announced by Eugene G. Laughery, general manager. Comprised of coffee industry representatives, technical consultants and food scientists, the new advisory group will counsel the Institute on studies to be undertaken to improve brewing procedures.

Members of the committee are:

Fred C. Baselt, assistant to the general manager, research and technical department, American Can Co.; Dr. Harold S. Levenson, research manager of the Maxwell House Division of the General Foods Corporation; Glenard E. Miller, divisional supervisor of the Fleischmann Laboratories of Standard Brands, Inc.; Professor Leslie Backer, of the Stevens Institute of Technology; and Dr. Samuel Prescott and Professor Ernest E. Lockhart of the Department of Food Technology at the Massachusetts Institute of Technology.

### Carson named assistant to manager of Coffee Brewing Institute

Appointment of James E. Carson as assistant to the manager of The Coffee Brewing Institute, Inc., has been announced by Eugene G. Laughery, general manager.

Mr. Carson will assist in the direction of an educational program launched by the Institute to acquaint the public and restaurant industry with the best methods of brewing the ideal cup of coffee.

Prior to his appointment to the Coffee Brewing Institute, Mr. Carson was identified with the international phase of radio broadcasting, working for the short wave department of the Columbia Broadcasting System, the international division of the National Broadcasting Co., and the United States Information Service of the State Department.

A native of San Francisco, California, Mr. Carson spent his boyhood in Mexico City and later traveled throughout South and Central America and Mexico.

FEBRUARY, 1954

## Green Coffee

- GENERAL BROKERS
- SPOTS
- SHIPMENTS
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Have your own label instant  
coffee available for your in-  
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- *dissolves instantly even  
in ice water*
- *complete packaging service  
in laminated foil envelopes*

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**South Street, Walpole, Mass.**

TELEPHONE WALPOLE 143

## More than 92,000 copies of "open letter" used by roasters in coffee crisis

More than 92,000 copies of the "open letter", the editorial on coffee prices in the January, 1954, issue of *COFFEE & TEA INDUSTRIES*, formerly *The Spice Mill*, have been shipped to roasters throughout the country.

The "open letter", called "The price of coffee", is addressed to restaurant operators and grocery executives.

It states the reasons for the current increases in the price of coffee.

Until the middle of February, it remained the only weapon available to roasters, from an external source, for use in meeting the mounting pressure generated by the price rises.

The "open letter" was made available at the request of roasters. Some wanted to mail it to customers along with notices of price increases. Others wanted to send it to customers who had already received the notices.

The roasters felt that in the present situation the "open letter" answered a pressing need. It helped customers understand the increases, minimized resentment, and encouraged a sound, positive attitude.

Announcement that the "open letter" was available drew an immediate response. Orders for copies, which were made available at cost, reached *COFFEE & TEA INDUSTRIES'* offices by wire, long distance phone and air mail letters.

Companies asking for the reprints included the top roasters in the field, as well as regional and local firms.

Reports received from roasters who ordered the "open

letter" indicated that it was helpful with restaurant and grocery customers.

Roaster salesmen said most of their customers read the "open letter" through, and that it seemed to ease resentful attitudes toward coffee.

The customers were eager for such factual explanations of what was happening, the salesmen reported.

In some instances, grocers tacked up the "open letter." When consumers asked questions about coffee prices, the grocers referred them to it. Consumers were observed to stand and read the "open letter" through, a number of salesmen reported.

Roasters used the "open letter" to brief their own salesmen. One of the largest chains, with its own coffee brands, put the "open letter" to work as an information piece for its clerks.

Trade response was emphatic. Here's one comment:

"That editorial of yours, 'The price of coffee' is a honey and I simply want to congratulate you on it.

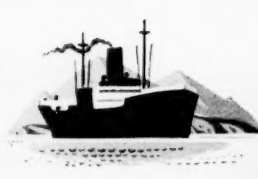
"If Robert Ripley was still alive, and he could take all those facts you brought out and could illustrate them in one of his 'Believe It or Not's', it would be a terrifically powerful piece to mail by roasters, wouldn't it?"

A Midwest roaster wired: "Will appreciate your sending an additional 250 copies of your article, 'The price of coffee'. Have found these helpful in explaining all requests for information regarding the current coffee problem."

A Cleveland, Ohio, packer wrote: "We have a copy of 'The price of coffee' open letter—and think it a very good article."

The general manager of a leading coffee and tea route company said: "Was very much interested and pleased with

## Step-by-step financing ...from the bean to the bag!



Through its worldwide credit facilities, Bank of America helps the coffee grower and the shipper in foreign countries... the importer in the United States... the coffee roaster... even the grocer, the man who sells coffee over the counter. As the world's largest bank, Bank of America is always ready to help *you* improve your domestic or foreign trade connections.

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the reprint of the open letter on the subject of coffee prices, as published in the January issue of **COFFEE & TEA INDUSTRIES**.

"Thanks again for remembering me with this excellent material which, in my opinion, represents the most enlightening review I have ever read."

From a Pennsylvania roaster: "You have certainly treated this subject in a very factual way, and in a way which I believe will be understood by a great many people."

A Michigan coffee packer said: "It is my judgement that every salesman in the coffee industry should see that these are well distributed and publicized in local newspapers."

"Congratulations to **COFFEE & TEA INDUSTRIES** editors for a fine report of the coffee situation."

A Washington, D. C., roaster wrote: "We want to compliment you on your timing and the reasonable approach you took. Very believable, we think."

To further this service to the trade, **COFFEE & TEA INDUSTRIES** has prepared a second "open letter"—this one addressed to restaurant operators only.

Called "The price of restaurant coffee", the new letter appears elsewhere in this issue.

Copies are available at cost, plus shipping charges.

#### **Lobo elected president of Exchange;**

#### **volume up in 1953, Silence reports**

Gustavo Lobo, Jr., partner of Lobo & Co., New York City, was elected president of the New York Coffee & Sugar Exchange, Inc., for the coming year.

Mr. Lobo is also president of Olavarria & Co., Inc., New York City, and the Olavarria Sugar Corp., San Juan, Puerto Rico.

Other officers named were:

Vice president — Leon Israel, Jr., president of Leon Israel & Bros., Inc.; treasurer — William F. Prescott, partner of Farr & Co., who was reelected.

New members of the board of managers, to serve two years, are: J. William Craig, partner of Lamborn, Riggs & Co.; Frank E. Hodson, president, Eppens, Smith & Co., Inc.; C. H. A. Mott, vice president, Czarnikow-Rionda Co.; Gustav Wedell, president, The East Asiatic Co., Inc.

A new member of the board of managers, to serve one year, is Arthur L. Ransohoff, president, A. L. Ransohoff Co., Inc.

Reelected members of the board of managers for two years were Jack R. Aron and Charles S. Lowry.

The volume of activity in both coffee and sugar on the Exchange showed appreciable improvement for the year 1953, Frederick H. Silence, retiring president, stated in presenting the 72nd annual report of the board of managers to the membership.

"Price trends in the two commodities have shown a marked contrast and have reflected the statistical situation of each," he said. Coffee prices have risen steadily during the year in response to a tight worldwide supply situation, while world sugar prices have been under pressure due to abundance."

Evidencing the increased Exchange activity, the report stated that deliveries of coffee on the Exchange for the year 1953 totalled 203,750 bags, against 118,750 bags during 1952.

FEBRUARY, 1954

## **JUST ASKIN'**

Could you use a product with many of the characteristics of coffee—one that is similar in appearance and a surprisingly good flavor for less than 20¢ a pound? If you're interested write for a sample of our B 28. It's a new and different cereal compound.

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## **STANDARD BRANDS sets the STANDARD of QUALITY!**

**"PRESSURE PACKED"**

**Chase & Sanborn**

**— "Dome Top" —**

**Coffee**



**Tender  
Leaf  
BRAND  
TEA**

**STANDARD BRANDS INCORPORATED**



**Jabez Burns opens first branch sales engineering office at Los Altos, Calif.**

Carl H. Willenborg has been named West Coast resident sales engineer with headquarters in Los Altos, California, it has been announced by J. L. Robinson, vice president of Jabez Burns & Sons, Inc., New York City, manufacturers of food processing equipment and machinery.

Mr. Willenborg heads up the first branch sales engineering office in the company's history. He will service the West Coast, Southwest, Rocky Mountain, and Western Canadian areas from the Los Altos office.

For a number of years, Jabez Burns has had resident erection superintendents in San Francisco and Chicago.

A graduate of Stevens Institute of Technology, Mr. Willenborg was first employed in the electric distribution department of a public utility company and then as a design and test engineer with U. S. Protection Co. He was later appointed Chief Engineer of Inert Gas Equipment, Inc., engaged in gas producing contracts for the Navy.

In 1946, Mr. Willenborg joined Jabez Burns & Sons' instrument department, and eventually transferred to the engineering staff. Selected for the sales and field engineering group in 1950, he covered the eastern states and eastern Canadian provinces for the company until 1952, when he was assigned to a western sales area.

Mr. Willenborg's territory includes California, Oregon, Washington, Texas, New Mexico, Arizona, Montana, Idaho, Wyoming, Colorado, Utah, and Nevada, along with Alberta and British Columbia in Canada.

The new Jabez Burns western branch sales office, under Mr. Willenborg's direction, is located at 101 Jardin Drive, Los Altos, California.



Carl H. Willenborg

**Baiter named vice president by Standard**

**Brands; former manager of coffee, tea**

Joel S. Mitchell, president of Standard Brands, Inc., has announced the appointment of Richard E. Baiter as

vice president in charge of product development in the company's grocery division.

Mr. Baiter joined Standard Brands in the fall of 1936 in Philadelphia, and until 1941 held various sales positions, including route salesman, assistant grocery merchandising manager and manager of the hotel and restaurant department.

After four and one-half years in the U. S. Army Air Force in World War II, where he advanced to the rank of colonel, he returned to the headquarters office of Standard Brands in New York where he again worked in various capacities in the grocery division, including manager of the coffee and tea department.

In December, 1953, Mr. Baiter was named manager of the product development department.

**William Harrison Ukers dead at 80**

William Harrison Ukers, the editor and publisher since 1904 of The Tea and Coffee Trade Journal, died last month in his home, the Gramercy Park Hotel, New York City, after a long illness.

Mr. Ukers, who was 80 years old, was the author of many books on tea and coffee.

He was born in Philadelphia and received a Bachelor of Arts degree from the Central High School in that city in 1893. In 1922 his alma mater bestowed an honorary Master of Arts degree upon him.

For the four years beginning in 1893, Mr. Ukers was a reporter successively for The Philadelphia North American, The Philadelphia Record, The New Haven Union, The New Haven Palladium and The New York Times.

In 1897 he joined the editorial staff of The Paper Trade Journal and in 1901 became editor of The House Furnishing Review. He was an editor of The Spice Mill in 1901-03, and in 1904 became editor and publisher of The Tea and Coffee Trade Journal.

A widower, he leaves a daughter, Mrs. Helen Brouse, of Toronto, and a grandchild.

**"Come and see for yourself"—Brazil**

*(Continued from page 17)*

1954, he affirmed, to increase production, as well as exports to the U. S. markets.

"Words cannot present a complete picture of the ruined coffee crop areas in Brazil," Mr. Uribe commented. "Millions of trees are now lifeless. The branches are like dry timber from the frost, and it will take two or three

**ABYSSINIAN COFFEES**

**DJIMMA — KIBI — HARRAR**

**SJM**

**S. J. MAGDALINOS**

**ADDIS-ABEBA, ETHIOPIA**

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years before these damaged trees come back into production. Many trees are utterly ruined and must be uprooted and replaced by seedlings that will not bear for five years.

Mr. Uribe added that an inspection would demonstrate that Brazil is making every effort to step up production to bring supply into balance with demand.

"They will see on the frontiers of Parana millions of young trees which have been planted to provide for the future," he said.

The American Chamber of Commerce in Sao Paulo issued a formal statement because, it said, "the repercussions in Brazil and the United States on the coffee situation are likely to endanger not only trade relations between the two countries, but also the friendly relations which have always existed and which it is so important to maintain."

The statement listed six points it said must be understood. These stated:

That the chief causes of the price increase were rising world consumption and damage to Brazil's harvest.

That in any market if a shortage existed speculation existed and any shortage that affected the general public was normally exploited for political purposes. "It would be unrealistic to deny the existence of these two evils. However, both exist in the United States as well as in Brazil." It added that where they existed they hurt international relations.

That everybody concerned should avoid hasty conclusions or hasty actions until the truth was ascertained.

That the interests of the United States' consumer and Brazilian producer coincided to the extent that the Brazilian producer would lose out if the price went too high.

That the reduction of Brazil's dollar income reduced the outlet for United States production, and Brazil was one of the principal customers of the United States.

That the American Chamber of Commerce of Brazil considered that lower coffee prices were in the interest both of Brazil and of the United States but "it would be unwise to intervene in the free operation of the law of supply and demand."

#### **"investigations won't add one bean"**

*(Continued from page 13)*

The committee asked brokers Alfred Boedtger and Jack R. Aron, called as witnesses, for customer lists and details of coffee transactions. Both men stated they felt names should be provided only under subpoena.

At a special meeting, the board of managers of the Exchange asked members to cooperate in making available to the committee records of customers and transactions—with the understanding, stated by the committee, that the records would remain private and confidential.

The Exchange itself has no such records, Mr. Lobo explained, since they are confidential between broker and client.

"The board felt, however," Mr. Lobo added, "that the members of the Exchange are just as anxious to have the public know the facts, and to disapprove some of the erroneous statements that are currently being made, as are the Senators themselves.

"Therefore, we are hoping that the members of the exchange will make their records available, voluntarily, and on the basis requested by Senator Beall's committee.

*Ease is the impulse of our time*

## HIGH GRADE **SOLUBLE COFFEE**

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**Coffee Processors**

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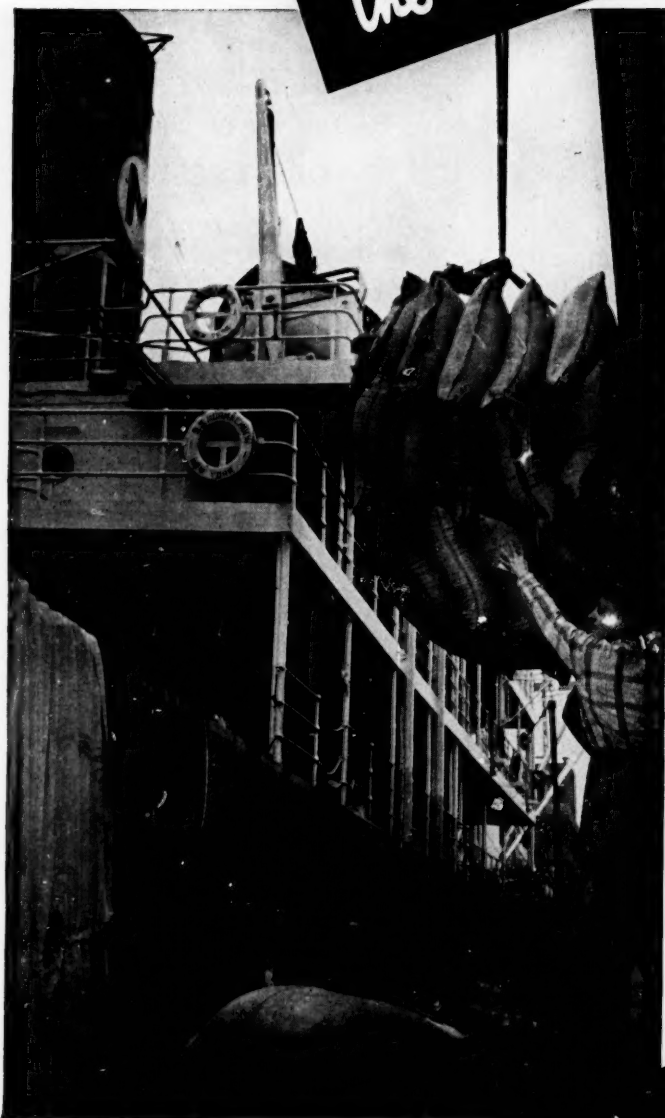
*It's  
Coffee-er  
Coffee!*

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77 Water Street, New York, N. Y.

# SHIPS.....

*the essential factor*

## in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

**MOORE-McCORMACK**  
*Lines*  
5 Broadway New York 4  
OFFICES IN PRINCIPAL CITIES OF THE WORLD

# Ship sailings

## A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-Wn—Barber Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebanks' Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independence—Independence Line  
Italian—Italian Line  
JavPac—Java-Pacific Line  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mam—Mamenic Line  
Mormac—Moore-McCormack Lines, Inc.  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
NYK—Nippon Yusen Kaisha Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Neib—Royal Netherland Steamship Co.  
Robin—Robin Line  
Royal Inter—Royal Inter-ocean Lines  
SCross—Southern Cross Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
Wes-Lar—Westfal Larsen Co. Line  
Yamashita—Yamashita Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Ch—Chicago  
Chsn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gf—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
ML—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nf—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
2/16	Cstl Nomad	Grace	LA2/27 SF3/2 Se3/8
2/19	Majorka	UFruit	Cristobal 2/24 NY3/4
2/25	Lempa	UFruit	Cristobal 3/5 Ho3/11 N03/14
2/27	Marna	UFruit	Cristobal 3/8 NY3/16
3/10	Cstl Avnturer	Grace	LA3/21 SF3/24 Se3/30
4/13	Anchor Hitch	Grace	LA4/24 SF4/27 Se5/3

### ACAPULCO

3/7	Anchor Hitch	Grace	Cristobal 3/22
3/26	Cstl Nomad	Grace	Cristobal 4/10

### AMAPALA

2/12	Cstl Nomad	Grace	LA2/27 SF3/2 Se3/8
2/21	Majorka	UFruit	Cristobal 2/24 NY3/4
3/2	Lempa	UFruit	Cristobal 3/5 Ho3/11 N03/14
3/5	Marna	UFruit	Cristobal 3/8 NY3/16
3/6	Cstl Avnturer	Grace	LA3/21 SF3/24 Se3/30
3/12	Anchor Hitch	Grace	Cristobal 3/22
3/31	Cstl Nomad	Grace	Cristobal 4/10
4/9	Anchor Hitch	Grace	LA4/24 SF4/27 Se5/3

### ANGRA DOS REIS

2/27	Falkanger	Wes-Lar	LA3/24 SF3/27 Po4/1 Se4/3 Va4/4
3/11	Siranger	Wes-Lar	LA4/5 SF4/9 Po4/14 Se4/16 Va4/17
3/31	Grenanger	Wes-Lar	LA4/25 SF4/30 Po5/5 Se5/7 Va5/8

### BARRANQUILLA

2/12	Cape Avinof	UFruit	NY2/22
2/19	Cape Cod	UFruit	NY3/1
2/21	Cstl Avnturer	Grace	LA3/12 SF3/24 Se3/30
2/22	Andrea	UFruit	N03/5
2/23	La Heve	Independence	LA3/14 SF3/16 Va3/21 Se3/23 Po3/25

SAILS	SHIP	LINE	DUE
2/28	A steamer	UFruit	NY3/11
3/5	Cape Avinof	UFruit	NY3/15
3/9	Levers Bend	UFruit	N03/21
3/12	Cape Cod	UFruit	NY3/22
3/20	A steamer	UFruit	NY3/31
3/22	Andrea	UFruit	N04/1
3/26	La Coubre	Independence	LA9/14 SF4/16 Va4/21 Se4/23 Po4/24
3/27	Anchor Hitch	UFruit	LA4/24 SF4/27 Se5/3

### BARRIOS

2/13	Mabella	UFruit	NY2/20
2/17	Mayari	UFruit	Ho2/22 N02/25
2/20	Vindeggen	UFruit	NY2/27
2/23	Fiador Knot	UFruit	Ho3/1 N03/4
2/27	Mataura	UFruit	NY3/6
3/3	Lovland	UFruit	Ho3/8 N03/11
3/6	Alcyon	UFruit	NY3/13
3/10	Byfjord	UFruit	Ho3/15 N03/18
3/13	Aggersborg	UFruit	NY3/20
3/17	Mayari	UFruit	Ho3/22 N03/25
3/20	Vindeggen	UFruit	NY3/27
3/24	Fiador Knot	UFruit	Ho3/29 N04/1

### BUENAVENTURA

2/14	Santa Maria	Grace	Cristobal 2/16 NY2/26
2/14	Santa Eliana	Grace	LA2/23 SF2/25 Se3/1
2/18	Shipper	Gulf	Ho3/4 N03/7
2/21	Santa Luisa	Grace	Cristobal 2/23 NY3/1
2/24	Santa Juana	Grace	LA3/7 SF3/10 Se3/14
2/28	Santa Cecilia	Grace	Cristobal 3/2 NY3/8
2/28	La Heve	Independence	LA3/13 SF3/15 Va3/20 Se3/22 Po3/24
3/4	Banker	Gulf	Ho3/18 N03/21
3/7	Santa Margarita	Grace	Cristobal 3/9 NY3/15
3/10	Santa Leonor	Grace	LA3/22 SF3/25 Se3/31
3/15	La Baule	Independence	LA3/27 SF3/29 Va4/3 Se4/4 Po4/6
3/28	Santa Elisa	Grace	LA4/6 SF4/8 Se4/15
3/30	La Coubre	Independence	LA4/14 SF4/16 Va4/21 Se4/23 Po4/24



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Operating on regular itineraries geared to the needs of the coffee trade; swift, modern Grace Line Santa ships provide year-round American-Flag service from the Coffee Ports of:

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PERU  
and West Coast of  
CENTRAL AMERICA

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PHILADELPHIA      SEATTLE  
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## GRACE LINE

10 Hanover Square, New York 5, N. Y.  
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Agents and Offices in All Principal Cities



SAILS SHIP LINE DUE

### CARTAGENA

2/10	Levers Bend	UFruit	N02/23
2/13	Cape Avinof	UFruit	NY2/22
2/10	Cape Cod	UFruit	NY3/1
2/23	Andrea	UFruit	N04/1
3/6	Cape Avinof	UFruit	NY3/15
3/10	Levers Bend	UFruit	N03/21
3/13	Cape Cod	UFruit	NY3/22
3/23	Andrea	UFruit	N04/1

### CHAMPERICO

2/19	Casti Nomad	Grace	LA2/27 SF3/2 Se3/8
3/13	Csti Avnturer	Grace	LA3/21 SF3/24 Se3/30
4/16	Anchor Hitch	Grace	LA4/24 SF4/27 Se5/3

### CORINTO

2/10	Csti Avnturer	Grace	Cristobal <sup>1</sup> 2/16
2/11	Csti Nomad	Grace	LA2/27 SF3/2 Se3/8
2/12	La Hague	Independence	LA2/21 SF2/23 Va3/1 Se3/2 Po3/4
2/13	Majorka	UFruit	Cristobal <sup>2</sup> 2/24 NY3/4
2/23	Lempa	UFruit	Cristobal <sup>2</sup> 3/5 Ho3/11 N03/14
2/25	Marna	UFruit	Cristobal <sup>2</sup> 3/8 NY3/16
3/4	La Heve	Independence	LA3/14 SF3/16 Va3/21 Se3/23 Po3/25
3/5	Csti Avnturer	Grace	LA3/21 SF3/24 Se3/30
3/15	Anchor Hitch	Grace	Cristobal <sup>1</sup> 3/22
3/18	La Baule	Independence	LA3/27 SF3/29 Va4/3 Se4/4 Po4/6
4/3	Csti Nomad	Grace	Cristobal <sup>1</sup> 4/10
4/8	Anchor Hitch	Grace	LA4/24 SF4/27 S45/3

### CRISTOBAL

2/13	Leon	UFruit	Ho2/18 N02/21
2/15	Levers Bend	UFruit	N02/23
2/25	Majorka	UFruit	NY3/4
3/1	Andrea	UFruit	N03/5
3/6	Lempa	UFruit	Ho3/11 N03/14
3/9	Marna	UFruit	NY3/16
3/15	Levers Bend	UFruit	N03/21
3/29	Fiador Knot	UFruit	N04/1

### DAR es SALAAM

2/14	Afr Moon	Farrell	NY3/16
2/25	Lombok	JavPac	LA4/21 SF4/25 Po5/1 Se5/5 Va5/7
3/1	Velma	Lykes	N04/1
3/6	Siaoe	Royal Inter	LA5/4 SF5/9 Po5/14 Se5/17 Va5/19
3/19	Reuben Tipton	Lykes	N04/26
3/24	Afr Crescent	Farrell	NY4/23
3/28	Billiton	JavPac	LA5/21 SF5/25 Po5/31 Se6/5 Va6/7
4/6	Van Heutsz	Royal Inter	LA5/17 SF5/25 Se5/30 Va6/1 Po6/17

### DURBAN

2/11	Velma	Lykes	Gulf4/1
2/19	Charlotte	Lykes	Gulf3/26
3/4	Reuben Tipton	Lykes	Gulf4/26

### EL SALVADOR

2/14	La Hague	Independence	LA2/21 SF2/23 Va3/1 Se3/2 Po3/4
3/2	Chili	French	LA3/11 SF3/14 Va3/19 Se3/23 Po3/25
3/6	La Heve	Independence	LA3/14 SF3/16 Va3/21 Se3/23 Po3/25
3/14	Stromboli	Italian	LA3/23 SF3/26 Va3/21 Se4/5 Po4/9
3/20	La Baule	Independence	LA3/27 SF3/29 Va4/3 Se4/4 Po4/6

### GUATEMALA

2/15	La Hague	Independence	LA2/21 SF2/23 Va3/1 Se3/2 Po3/4
3/5	Chili	French	LA3/11 SF3/14 Va3/19 Se3/23 Po3/25
3/7	La Heve	Independence	LA3/14 SF3/16 Va3/21 Se3/23 Po3/25
3/15	Stromboli	Italian	LA3/23 SF3/26 Va3/31 Se4/5 Po4/9
3/21	La Baule	Independence	LA3/27 SF3/29 Va4/3 Se4/4 Po4/6

### GUAYAQUIL

2/10	Santa Eliana	Grace	LA2/23 SF2/25 Se3/1
2/20	Santa Juana	Grace	LA3/7 SF3/10 Se3/14
3/7	Santa Leonor	Grace	LA3/22 SF3/25 Se3/31

### LA LIBERTAD

2/15	Csti Nomad	Grace	LA2/27 SF3/2 Se3/8
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COFFEE & TEA INDUSTRIES and The Flavor Field



SAILS	SHIP	LINE	DUE
2/17	Majorka	UFruit	Cristobal <sup>2</sup> 2/24 NY3/4
2/27	Lempa	UFruit	Cristobal <sup>2</sup> 3/5 Ho3/11 N03/14
3/1	Marna	UFruit	Cristobal <sup>2</sup> 3/8 NY3/16
3/9	Cstl Avnturer	Grace	LA3/21 SF3/24 Se3/30
3/11	Anchor Hitch	Grace	Cristobal <sup>1</sup> 3/22
3/30	Cstl Nomad	Grace	Cristobal <sup>1</sup> 4/10
4/12	Anchor Hitch	Grace	LA4/24 SF4/27 Se5/3

#### LA UNION

2/13	Cstl Nomad	Grace	LA2/27 SF3/2 Se3/8
2/15	Majorka	UFruit	Cristobal <sup>2</sup> 2/24 NY3/4
3/1	Lempa	UFruit	Cristobal <sup>2</sup> 3/5 Ho3/11 N03/14
3/3	Marna	UFruit	Cristobal <sup>2</sup> 3/8 NY3/16
3/7	Cstl Avnturer	Grace	LA4/21 SF4/24 Se4/30
3/13	Anchor Hitch	Grace	Cristobal <sup>1</sup> 4/22
4/1	Cstl Nomad	Grace	Cristobal <sup>1</sup> 4/10
4/10	Anchor Hitch	Grace	LA4/24 SF4/27 Se5/3

#### LIMON

2/10	Choloma	UFruit	NY2/18
2/13	Levers Bend	UFruit	N02/23
2/16	Cape Avinof	UFruit	NY2/22
2/23	Cape Cod	UFruit	NY3/1
2/27	Andrea	UFruit	N03/5
3/3	A steamer	UFruit	NY3/11
3/9	Cape Avinof	UFruit	NY3/15
3/13	Levers Bend	UFruit	N03/21
3/16	Cape Cod	UFruit	NY3/22
3/23	A steamer	UFruit	NY3/31
3/27	Andrea	UFruit	N04/1

#### LOURENCO MARQUES

2/14	Velma	Lykes	N04/1
2/22	Charlotte	Lykes	N03/26
3/7	Reuben Tipton	Lykes	N04/26

#### LOBITO

2/15	Del Sol	Delta	N03/11
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SAILS	SHIP	LINE	DUE
2/18	Afr Grove	Farrell	NY3/11
2/24	Tabor	Am-W Afr	USA3/15
3/7	Del Oro	Delta	N03/31
3/20	Afr Glen	Farrell	NY4/19
3/23	Afr Glade	Farrell	NY4/13
3/24	Roseville	Am-W Afr	USA4/30
3/30	Del Campo	Delta	N04/23

#### LUANDA

2/11	Del Sol	Delta	N03/11
2/15	Afr Grove	Farrell	NY3/11
2/22	Tabor	Am-W Afr	USA3/15
3/2	Del Oro	Delta	N03/31
3/17	Afr Glen	Farrell	NY4/19
3/20	Afr Glade	Farrell	NY4/13
3/22	Roseville	Am-W Afr	USA4/30
3/24	Del Campo	Delta	N04/23

#### MARACAIBO

2/24	Cstl Avnturer	Grace	LA3/21 SF3/24 Se3/30
3/30	Anchor Hitch	Grace	LA4/24 SF4/27 Se5/3

#### MATADI

2/12	Afr Grove	Farrell	NY3/11
2/20	Tabor	Am-W Afr	USA3/15
2/27	Del Oro	Delta	N03/31
3/14	Afr Glen	Farrell	NY4/19
3/17	Afr Glade	Farrell	NY4/13
3/20	Roseville	Am-W Afr	USA4/30
3/21	Del Campo	Delta	N04/23

#### MOMBASA

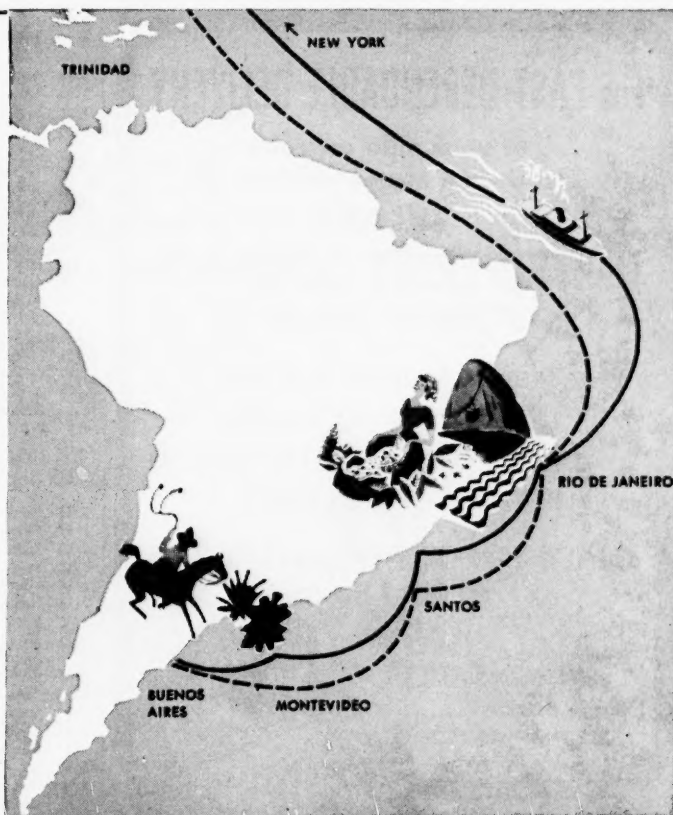
2/10	Afr Moon	Farrell	NY3/16
2/27	Veima	Lykes	N04/1
2/28	Lombok	JavPac	LA4/21 SF4/25 Po5/1 Se5/5 Va5/7
3/3	Reuben Tipton	Lykes	N04/26
3/6	Siaoe	Royal Inter	LA5/4 SF5/9 Po5/15 Se5/17 Va5/19
3/10	Afr Crescent	Farrell	NY4/23

**Where you want it...**  
**When you want it...**

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from docksides in Rio or Santos to truck or lighter in New York.

## ARGENTINE STATE LINE

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## Regular Service

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NEW YORK NEW ORLEANS



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Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK NEW ORLEANS  
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## FOR FAST DEPENDABLE DELIVERY

... of your mild coffees  
to United States markets ...  
rely on

## UNITED FRUIT COMPANY STEAMSHIP SERVICE

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NEW ORLEANS:  
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SAILS SHIP LINE DUE

3/19 Reuben Tipton Lykes N04/26  
3/31 Billiton JavPac LA5/21 SF5/25 Po5/31 Se6/5 Va6/7

### PARANAGUA

2/10	Overo	Dodero	NY2/28	Bo3/4	Pa3/6	Ba3/9	N13/10
2/10	Venezuela	Lloyd	NY3/2				
2/10	Panama	Lloyd	N03/1	Ho3/7			
2/12	Mormacrey	Mormac	LA3/9	SF3/12	Po3/16	Se3/18	Va3/23
2/13	Del Monte	Delta	N03/9	Ho3/14			
2/14	Boreland	Brodin	Ba3/3	NY3/5	Bo3/8	Pa3/9	
2/16	Mormacowi	Mormac	NY3/9	Bo3/12	Pa3/14	Ba3/16	
2/17	Bowplate	IFC	NY3/7	Pa3/9	Ba3/11	Bo3/13	Ha3/15
2/23	Falkanger	Wes-Lar	LA3/24	SF3/27	P04/1	Se4/3	Va4/4
2/23	Mormacstar	Mormac	NY3/14	Bo3/17	Pa3/19	Ba3/21	N13/22
2/25	Peru	Lloyd	NY3/17				
2/26	Seafarer	PAB	LA3/23	SF3/27	Va4/2	Se4/3	P04/7
2/27	Skogaland	Brodin	Ba3/16	NY3/18	Bo3/20	Pa3/23	
3/1	Mormacsea	Mormac	NY3/21	Bo3/24	Pa3/26	Ba3/28	
3/1	Del Santos	Delta	N03/23	Ho3/28			
3/2	Branco	Nopal	N03/22	Ho3/25			
3/2	Siljan	S Cross	NY3/24	Bo3/28	Pa3/31	Ba4/1	N14/2
3/5	Siranger	Wes-Lar	LA4/5	SF4/9	P04/14	Se4/16	Va4/17
3/10	Domingos	Lloyd	NY3/30				
3/10	Brazil	Lloyd	N03/29	Ho4/3			
3/17	Del Alba	Delta	N04/8	Ho4/13			
3/22	Mormacland	Mormac	LA4/16	SF4/19	P04/24	Se4/26	Va4/28
3/24	Syana	S Cross	NY4/13	Bo4/17	Pa4/20	Ba4/21	N14/22
3/25	Haiti	Lloyd	NY4/14				
3/25	Greanger	Wes-Lar	LA4/25	SF4/30	P05/5	Se5/7	Va5/8
4/2	Forester	PAB	LA4/26	SF4/28	Va5/4	Se5/5	P05/9
4/5	Del Viento	Delta	N04/26	Ho5/1			

### PORT SWETTENHAM

2/14	Leoville	Barb-Frn	Gulf4/3				
2/20	Mormacfir	Am-Pres	LA3/27	NY4/11	Ba4/16	Bo4/19	
2/26	Javanese	Prince	Ha4/3	Bo4/6	NY4/7	Ba4/14	
3/1	Bonneville	Barb-Frn	Gulf4/17				
3/14	Mandeville	Barb-Frn	Gulf4/30				
3/24	Harding	Am-Pres	LA4/28	SF5/13	Ba5/18	Bo5/21	
3/30	Pleasantville	Barb-Frn	Gulf5/16				
4/14	Fernbay	Barb-Frn	Gulf5/13				
4/23	Fillmore	Am-Pres	LA4/28	NY5/13	Ba5/18	Bo5/21	
4/29	Cingalese	Prince	Ha6/3	Bo6/6	NY6/7	Ba6/13	
4/30	Fernsea	Barb-Frn	Gulf6/16				
5/14	Bromville	Barb-Frn	Gulf6/30				
5/24	Tyler	Am-Pres	LA6/28	NY7/13	Ba7/18	Bo7/21	
5/30	British	Prince	Ha7/4	Bo7/7	NY7/8	Ba7/16	
5/30	Glenville	Barb-Frn	Gulf7/16				
6/14	Ferrhill	Barb-Frn	Gulf7/29				

### PUNTARENUS

2/10	Majorka	UFruit	Cristobal	2/24	NY3/4		
2/11	La Hague	Independence	LA2/21	SF2/23	Va3/1	Se3/2	Po3/4
2/14	Csti Avnturer	Grace	Cristobal	2/16			
2/20	Lempa	UFruit	Cristobal	3/5	Ho3/11	N03/14	
2/22	Marna	UFruit	Cristobal	3/8	NY3/16		
3/2	Csti Avnturer	Grace	LA3/21	SF3/24	Se3/30		
3/3	La Heve	Independence	LA3/14	SF3/16	Va3/21	Se3/23	Po3/25
3/11	Stromboli	Italian	LA3/23	SF3/26	Va3/31	Se4/5	Po4/9
3/17	La Baule	Independence	LA3/27	SF3/29	Va4/3	Se4/4	Po4/6
3/19	Anchor Hitch	Grace	Cristobal	3/22			
4/5	Anchor Hitch	Grace	LA4/24	SF4/27	Se5/3		
4/7	Csti Nomad	Grace	Cristobal	4/10			

### RIO de JANEIRO

2/11	Del Mar	Delta	N02/25				
2/13	Panama	Lloyd	N03/1	Ho3/7			
2/13	Holberg	Nopal	N03/2	Ho3/5			
2/13	Overo	Dodero	NY2/28	Bo3/4	Pa3/6	Ba3/9	N13/10
2/16	Venezuela	Lloyd	NY3/2				
2/17	Boreland	Brodin	Ba3/3	NY3/5	Bo3/8	Pa3/9	
2/20	Del Monte	Delta	N03/9	Ho3/14			
2/21	Bowplate	IFC	NY3/7	Pa3/9	Ba3/11	Bo3/13	Ha3/15
2/24	Argentina	Mormac	NY3/8				
2/25	Del Norte	Delta	N03/11				
2/28	Falkanger	Wes-Lar	LA3/24	SF3/27	P04/1	Se4/3	Va4/4
3/2	Skogaland	Brodin	Ba3/16	NY3/18	Bo3/20	Pa3/23	
3/3	Peru	Lloyd	NY3/17				
3/4	Seafarer	PAB	LA3/23	SF3/27	Va4/2	Se4/3	P04/7
3/5	Siljan	S Cross	NY3/24	Bo3/28	Pa3/31	Ba4/1	N14/2
3/6	Mormacsea	Mormac	NY3/21	Bo3/24	Pa3/26	Ba3/28	
3/6	Del Santos	Delta	N03/23	Ho3/28			
3/6	Branco	Nopal	N03/22	Ho3/25			

SAILS	SHIP	LINE	DUE
3/11	Del Sud	Delta	N03/25
3/12	Siranger	Wes-Lar	LA4/5 SF4/9 Po4/14 Se4/16 Va4/17
3/13	Brasil	Lloyd	N03/29 Ho4/3
3/15	Mormacland	Mormac	LA4/16 SF4/19 Po4/24 Se4/26 Va4/28
3/16	Domingos	Lloyd	NY3/30
3/22	Del Alba	Delta	N04/8 Ho4/13
3/27	Syga	S Cross	NY4/13 Bo4/17 Ja4/20 Bo4/21 Nf4/22
4/1	Grenanger	Wes-Lar	LA4/25 SF4/30 Po5/5 Se5/7 Va5/8
4/1	Haiti	Lloyd	NY4/14
4/1	Del Mar	Delta	N04/15
4/7	Forester	PAB	LA4/26 SF4/28 Va5/4 Se5/5 Po5/9
4/9	Del Viento	Delta	N04/26 Ho5/1

#### SAN JOSE

2/18	Cstl Nomad	Grace	LA2/27 SF3/2 Se3/8
3/10	Anchor Hitch	Grace	Cristobal <sup>1</sup> 3/22
3/12	Cstl Avnturer	Grace	LA3/21 SF3/24 Se3/30
3/29	Cstl Nomad	Grace	Cristobal <sup>1</sup> 4/10
4/15	Anchor Hitch	Grace	LA4/24 SF4/27 Se5/3

#### SANTOS

2/10	Mormacrey	Mormac	LA3/9 SF3/12 Po3/16 Se3/18 Va3/23
2/10	Mormacelm	Mormac	NY2/26 Bo3/1 Pa3/3 Ba3/5
2/10	Del Mar	Delta	N02/25
2/11	Holberg	Nopal	N03/2 Ho3/5
2/12	Panama	Lloyd	N03/1 Ho3/7
2/12	Overo	Dodero	NY2/28 Bo3/4 Pa3/6 Ba3/9 Nf3/10
2/15	Venezuela	Lloyd	NY3/2
2/15	Mormackite	Mormac	Jx3/3 Ch3/5 NY3/7 Bo3/9 Pa3/11 Ba3/13
2/16	Boreland	Brodin	Ba3/3 NY3/5 Bo3/8 Pa3/9
2/17	Del Monte	Delta	N03/9 Ho3/14
2/20	Bowplate	IFC	NY3/7 Pa3/9 Ba3/11 Bo3/13 Ha3/15
2/20	Mormacowi	Mormac	NY3/9 Bo3/12 Pa3/14 Ba3/16
2/22	Argentina	Mormac	NY3/8
2/24	Del Norte	Delta	N03/11
2/26	Falkanger	Wes-Lar	LA3/24 SF3/27 Po4/1 Se4/3 Va4/4
2/27	Mormacstar	Mormac	NY3/14 Bo3/17 Pa3/19 Ba3/21 Nf3/22
3/1	Skojaland	Brodin	Ba3/16 NY3/18 Bo3/20 Pa3/23
3/2	Peru	Lloyd	NY3/17

SAILS	SHIP	LINE	DUE
3/2	Seafarer	PAB	LA3/23 SF3/27 Va4/2 Se4/3 Po4/7
3/4	Siljan	S Cross	NY3/24 Bo3/28 Pa3/31 Ba4/1 Nf4/2
3/4	Del Santos	Delta	N03/23 Ho3/28
3/4	Branco	Nopal	N03/22 Ho3/25
3/5	Mormacsea	Mormac	NY3/21 Bo3/24 Pa3/26 Ba3/28
3/10	Del Sud	Delta	N03/25
3/10	Siranger	Wes-Lar	LA4/5 SF4/9 Po4/14 Se4/16 Va4/17
3/12	Brazil	Lloyd	N03/29 Ho4/3
3/15	Domingos	Lloyd	NY3/30
3/20	Del Alba	Delta	N04/8 Ho4/13
3/20	Mormacland	Mormac	LA4/16 SF4/19 Po4/24 Se4/26 Ba4/28
3/26	Syga	S Cross	NY4/13 Bo4/17 Pa4/20 Ba4/21 Nf4/22
3/30	Grenanger	Wes-Lar	LA4/25 SF4/30 Po5/5
3/30	Haiti	Lloyd	NY4/14
3/31	Del Mar	Delta	N04/15
4/6	Forester	PAB	LA4/26 SF4/28 Va5/4 Se5/5 Po5/9
4/7	Del Viento	Delta	N04/26 Ho5/1

#### VICTORIA

2/15	Panama	Lloyd	N03/1 Ho3/7
2/22	Del Monte	Delta	N03/9 Ho3/14
3/8	Del Santos	Delta	N03/23 Ho3/28
3/12	Brasil	Lloyd	N03/29 Ho4/3
3/24	Del Alba	Delta	N04/8 Ho4/13
4/11	Del Viento	Delta	N04/26 Ho5/1

#### TEA BERTHS

#### CALCUTTA

2/20	Exchequer	Am-Exp	Bo NY Pa Ba Nf
3/8	Exhibitor	Am-Exp	Bo NY Pa Ba Nf
3/8	Silverspray	JavPac	SF4/7 LA4/12 Po4/25 Ce5/4 Va5/8
4/8	Silverwave	JavPac	SF5/8 LA5/13 Po5/26 Se6/4 Va6/8

#### COCHIN

2/10	Eastern	Prince	Ha3/6 Bo3/9 NY3/10 Ba3/16
2/10	Olga	Maersk	NY3/16

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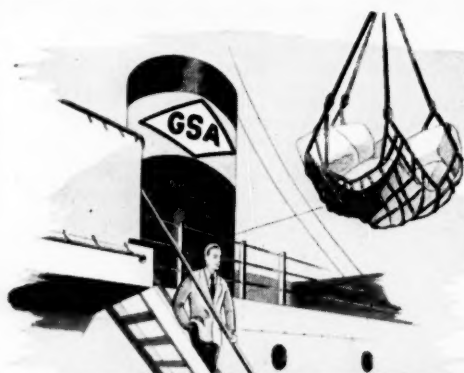
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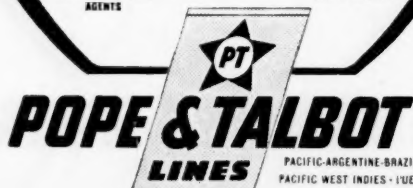
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SAILS	SHIP	LINE	DUE
2/18	Buchanan	Am-Pres	NY3/26 Bo3/31 LA4/22 SF4/26
3/10	Javanese	Prince	Ha4/3 Bo4/6 NY4/7 Ba4/14
5/10	Cingalese	Prince	Ha6/3 Bo6/6 NY6/7 Ba6/13
6/10	British	Prince	Ha7/4 Bo7/7 NY7/8 Ba7/16

### COLOMBO

2/15	Exemplar	Am-Exp	Bo NY Pa Ba Nf
2/15	Buchanan	Am-Pres	NY3/26 Bo3/31 LA4/22 SF4/26
2/19	Leoville	Barb-Frn	Gulf4/3
2/21	Silvercrest	JavPac	LA4/3 SF4/7 Po4/14 Se4/17 Va4/19
2/24	Exchequer	Am-Exp	Bo NY Pa Ba Nf
3/6	Bonneville	Barb-Frn	Gulf4/17
3/7	Lexa	Maersk	NY4/9
3/7	Javanese	Prince	Ha4/3 Bo4/6 NY4/7 Ba4/14
3/12	Exhibitor	Am-Exp	Bo NY Pa Ba Nf
3/19	Mandeville	Barb-Frn	Gulf4/30
3/21	Salatiga	JavPac	LA5/4 SF5/8 Po5/14 Se5/17 Va5/19
4/4	Pleasantville	Barb-Frn	Gulf4/16
4/7	Leise	Maersk	NY5/11
4/19	Fernbay	Barb-Frn	Gulf5/31
4/21	Sarangani	JavPac	LA6/3 SF6/7 Po6/14 Se6/17 Va6/19
5/5	Fernsea	Barb-Frn	Gulf6/16
5/7	Cingalese	Prince	Ha6/3 Bo6/6 NY6/7 Ba6/13
5/19	Bronxville	Barb-Frn	Gulf6/30
6/4	Glenville	Barb-Frn	Gulf7/16
6/7	British	Prince	Ha7/4Bo 7/7 NY7/8 Ba7/16
6/19	Fernhill	Barb-Frn	Gulf7/29

### DJAKARTA

2/12	Bonneville	Barb-Frn	Gulf4/17
2/16	Lexa	Maersk	NY4/9
2/17	Mormacfir	Am-Pres	LA3/27 NY4/11 Ba4/16 Bo4/19
2/26	Mandeville	Barb-Frn	Gulf4/30
3/12	Pleasantville	Barb-Frn	Gulf5/16
3/18	Leise	Maersk	NY5/11
3/21	Harding	Am-Pres	LA4/28 NY5/13 Ba5/18 Bo5/21
3/28	Fernbay	Barb-Frn	Gulf5/31
4/7	Cingalese	Prince	Ha6/3 Bo6/6 NY6/7 Ba6/13
4/12	Fernsea	Barb-Frn	Gulf6/16
4/20	Fillmore	Am-Pres	LA5/28 NY6/12 Ba6/17 Bo6/20
4/28	Bronxville	Barb-Frn	Gulf6/20
5/10	British	Prince	Ja7/4 Bo7/7 NY7/8 Ba7/16
5/12	Glenville	Barb-Frn	Gulf7/16
5/21	Tyler	Am-Pres	LA6/28 NY7/13 Ba7/18 Bo7/21
5/28	Fernhill	Barb-Frn	Gulf7/29

### DJIBOUTI

2/18	Oluf	Maersk	NY3/16
3/17	Lexa	Maersk	NY5/11

### HONG KONG

2/18	Anna	Maersk	SF3/11 NY3/30
2/20	Garfield	Am-Pres	NY4/22 Bo4/27
2/22	Wave	Pioneer	NY3/31
3/4	Peter	Maersk	SF3/26 NY4/13
3/8	Taft	Am-Pres	LA3/27 NY4/11
3/11	Mormacfir	Am-Pres	LA3/27 NY4/11 Ba4/16 Bo4/19
3/18	Jeppesen	Maersk	SF4/10 NY4/27
4/3	Olga	Maersk	SF4/26 NY5/14
4/12	Harding	Am-Pres	LA4/28 NY5/13 Ba5/18 Bo5/21
4/18	Laura	Maersk	SF5/12 NY6/1
5/3	Maren	Maersk	SF5/25 NY6/11
5/12	Fillmore	Am-Pres	LA5/28 NY6/12 Ba6/17 Bo6/20
6/12	Tyler	Am-Pres	LA6/28 NY7/13 Ba7/18 Bo7/21

### KOBE

2/11	Nicoline	Maersk	SF2/27 NY3/16
2/15	Garfield	Am-Pres	NY4/22 Bo4/27
2/24	Yamafuku	Yamashita	SF3/12 LA3/14 Cr3/24 NY3/29
2/25	Anna	Maersk	SF3/11 NY3/30
2/26	Wave	Pioneer	NY3/31
3/3	Taft	Am-Pres	NY5/5 Bo5/10
3/12	Peter	Maersk	SF3/26 NY4/13
3/25	Yamateru	Yamashita	SF4/14 LA4/16 Cr4/26 NY4/30
3/26	Jeppesen	Maersk	SF4/10 NY4/27
4/11	Olga	Maersk	SF4/26 NY5/14
4/25	Yamatsuki	Yamashita	SF5/13 LA5/15 Cr5/25 NY5/29
4/26	Laura	Maersk	SF5/12 NY6/1
5/10	Maren	Maersk	SF5/25 NY6/11



SAILS SHIP LINE DUE

# SHIMIZU

2/14	Nicoline	Maersk	SF2/27	NY3/16	
2/27	Anna	Maersk	SF3/11	NY3/30	
2/27	Yamafuku	Yamashita	SF3/12	LA3/14	Cr3/24 NY3/29
2/28	Wave	Pioneer	NY3/31		
3/14	Peter	Maersk	SF3/26	NY4/13	
3/28	Yamateru	Yamashita	SF4/14	LA4/16	Cr4/26 NY4/30
3/29	Jeppesen	Maersk	SF4/10	NY4/27	
4/14	Olga	Maersk	SF4/26	NY5/14	
4/28	Yamatsuki	Yamashita	SF5/13	LA5/15	Cr5/25 NY5/29
4/29	Laura	Maersk	SF5/12	NY6/1	
5/13	Maren	Maersk	SF5/25	NY6/11	

# TANGA

2/11	Afr Moon	Farrell	NY3/16		
2/26	Lombok	JavPac	LA4/21	SF4/25	Po5/1 Se5/5 Va5/7
3/5	Velma	Lykes	N04/1		
3/6	Siaoe	Royal Inter	LA5/4	SF5/9	Po5/14 Se5/17 Va5/19
3/11	Afr Crescent	Farrell	NY4/23		
3/24	Reuben Tipton	Lykes	N04/26		
3/28	Billiton	JavPac	LA5/21	SF5/25	Po5/31 Se6/5 Va6/7
4/6	Van Heutsz	Royal Inter	LA5/17	SF5/25	Se5/30 Va6/1 Po6/17

# YOKOHAMA

2/12	Garfield	Am-Pres	NY4/22	Bo4/27	
2/15	Nicoline	Maersk	SF2/27	NY3/16	
2/28	Taft	Am-Pres	NY5/5	Bo5/10	
2/28	Anna	Maersk	SF3/11	NY3/30	
2/28	Yamafuku	Yamashita	SF3/12	YA3/14	Cr3/24 NY3/29
3/1	Wave	Pioneer	NY3/31		
3/15	Peter	Maersk	SF3/26	NY4/13	
3/31	Yamateru	Yamashita	SF4/14	LA4/16	Cr4/26 NY4/30
3/31	Jeppesen	Maersk	SF4/10	NY4/27	
4/15	Olga	Maersk	SF4/26	NY5/14	
4/30	Yamatsuki	Yamashita	SF5/13	LA5/15	Cr5/25 NY5/29
4/30	Laura	Maersk	SF5/12	NY6/1	
5/15	Maren	Maersk	SF5/25	NY6/11	

1 Accepts freight for New York, with transshipment at Cristobal, C. Z.  
2 Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal C. Z.

## Dayton Spice Mills plans expansion; some operations temporarily in New York

The Dayton Spice Mills Co., preparing to move to a new home at 1345 Stanley Ave., Dayton, Ohio, is planning an expansion program that would bring back to Dayton company operations temporarily moved to New York.

This was disclosed by Charles F. Spicka, president and treasurer of the 70-year-old coffee processing firm. The company recently sold its 612 Linden Ave. plant to the Dayton Board of Education for a warehouse and service building.

Mr. Spicka succeeded T. C. Dye, the owner, as president of the firm last September.

T. C. Dye II and Mrs. Georgianna Dye Malone remain as members of the board of directors, and Mrs. Ruth E. Bowers, former assistant manager, has been promoted to secretary and a member of the board.

Mr. Spicka said the new building has about 12,000 square feet of floor space, but because of smaller plant space, the company is moving its coffee roasting warehousing operations to its New York office.

Grinding and packaging operations will be carried out at the new Stanley Ave. plant. Plans call for doubling the processing space there, providing enough room to move all operations back to Dayton, Mr. Spicka said.

In the meantime, the company is shipping its product to Dayton from New York by truck. The cost of this type operation prohibits continuing it over a long period, the president said.

FEBRUARY, 1954

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## AGENTS

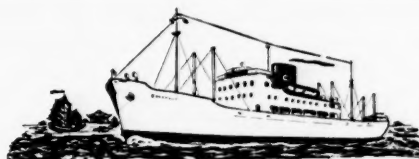
**BRAZIL**—Agencia Johnson Ltd., Rio de Janeiro, Santos and São Paulo  
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**NEW ENGLAND**—Roger H. Neidlinger, Westport, Conn.  
**PHILADELPHIA**—B. H. Sobelman & Co., Inc., Bourse Bldg.

**CHICAGO**—F. C. MacFarlane, 105 West Adams St.  
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**roasters act to get coffee facts for public**  
(Continued from page 23)

Mr. Manning's definition was a simple one:

"A fair price is one at which the total available supply of any commodity will be bought in a free market by those who are free to determine the price they are willing to pay.

He adds, "It's as simple as that! No government can arrive at a fair price in any other way."

Even more telling was Mr. Manning's letter to Lawrence Smith, Congressman from Wisconsin, who called for coffeeless Wednesdays.

This letter stands as a prime example of the kind of positive, statesmanlike approach, based on hard logic, which members of the trade can apply in a crisis.

Moreover, the points he makes carry a great deal of impact, and merit wider appreciation and use.

Here is Mr. Manning's letter to Rep. Smith:

"The Los Angeles Times, January 21st, 1954, carried your statement: Workingmen in my Wisconsin district are demanding a good cup of coffee for five cents and it should be available to them at that price.

"Now a five cent cup of good coffee is a nice concept, but why as a matter of right, except that it has been five cents and still is in many places, as a matter of habit? A ten-cent quart of milk, a five-cent loaf of bread, a ten-cent gallon of gasoline, might be nice too! Why not?

"Into the restaurant cup of coffee, which I presume you mean, goes coffee (we hope); cream, which is made higher in price than need be by United States government support and state marketing boards; sugar, which is made higher by import controls, labor in making and in washing dishes, and service. It could be a bit difficult to squeeze all these things into five cents and still leave enough to pay the rent.

"But this makes me wonder if you know that Brazil, which normally grows about half of all the coffee consumed in the world, suffered a serious frost seven months ago, a frost that destroyed much of the crop still on trees, and even complete plantations? These will yield no crops for a few years.

"The Brazilian farmer wants to live, too. He needs so much money to run his plantation. If he has only half as much coffee, he may need twice as much money for what he has. Whether he will get what he thinks he should have will be determined in the free market place by coffee drinkers, including your constituents and perhaps yourself.

"Coffee is not being held off the market by subsidies. It is not aided by price supports.

"Why don't we have cheaper wheat, Mr. Representative from Wisconsin? Because the United States government subsidizes exports and pays farmers to divert wheat from the market. Cheaper cotton, cheaper fats and oils? For the same reasons. Cheaper eggs, milk, butter. For the same reasons!

"Something like four *BILLION* dollars is tied up in *surplus* commodities produced by United States farmers. More money is being tied up each day. Still there isn't enough.

"The Commodity Credit Corp., which administers the price bolstering program, finds six and three quarter billion dollars too little; it wants eight and a half billion. That's a lot of money.

"Much of the four billion spent already will be lost through spoilage. Selling powdered milk for one cent that cost 16 cents, butter for 15 cents that cost 65 cents, could hardly be considered a profitable Commodity Credit Corp. experiment. But these things have happened!

"It is rumored that Wisconsin produces tremendous quantities of fine butter and cheese. Isn't it a shame that so much of this is going into price-supported surplus, where it will spoil, instead of to those who would use it if prices weren't made so high artificially? It seems to me that production for price-supported surpluses would be somewhat frustrating. *You* are from Wisconsin. There's a problem right in your own backyard.

"I would welcome a 50-cent pound of butter. I think it should be available to me at that price.

"A pound of coffee will yield 40 to 50 cups of good strength. Even if the worst predictions are realized, two cents to three cents will provide a cupful of pleasure in the home.

"You buy coffee by the pound, but you drink it by the cup, and by the cup it's cheap!"

**Banker says producers keep  
coffee off market; is retired**

Chester Dewey, president of the Grace National Bank, told the Senate's Beall Committee investigating coffee prices that levels were going up because producing countries were keeping coffee off the market.

The following week the bank announced the retirement of Mr. Dewey. He was already beyond retirement age, it was stated.

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## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:		Total	Visible Supply—1st of Month		
		Brazil	Others		Brazil	Others	Total
1952							
August .....	1,130	645	438	1,103	659	352	1,011
September .....	1,772	974	514	1,488	1,021	366	1,387
October .....	1,724	1,182	819	2,001	1,036	436	1,572
November .....	1,235	760	557	1,317	773	296	1,069
December .....	2,002	955	894	1,849	822	216	1,038
1953							
January .....	1,764	804	942	1,746	730	321	1,051
February .....	1,733	721	948	1,669	756	441	1,197
March .....	1,666	734	1,022	1,756	832	438	1,270
April .....	2,039	753	1,351	2,104	835	375	1,210
May .....	1,080	539	663	1,202	644	403	1,047
June .....	1,475	576	744	1,320	475	374	849
July .....	1,561	734	949	1,683	624	470	1,094
August .....	1,079	408	630	1,038	712	38	750
September .....	2,157	1,090	836	1,926	724	401	1,125
October .....	1,313	732	766	1,498	720	483	1,203
November .....	1,551	761	701	1,388	863	365	1,228
December .....	2,181	1,142	1,095	2,237	1,203	332	1,535
1954							
January .....	998	838	821	1,659	1,075	385	1,460

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The coffee outlook

At no time in the memory of coffee men have they passed through a period such as this.

Other times have seen fluctuations in prices, but none on such levels. Prices have been high before, by previous standards, but never at the heights reached today.

Uninformed and resentful consumers, or politicians eager to kick a ready football, might revise their picture of the American coffee man in today's situation if they could go through an ordinary day with one of them.

Some gullible people have been given the impression that the coffee man is licking his chops over fat profits.

The truth is the other extreme. Coffee men, both roasters and green, are finding it more difficult to do business today than ever before.

For the green man, the rapid fluctuations and the high level have made it difficult to conduct business. Firm bids or offers are at times impossible.

Roasters are being squeezed at both ends. Their purchase policies are being subjected to various stresses, including the need for a larger capital investment. At the

other end, they are feeling a pressure which has put them six to nine cents behind on prices to their customers.

The position, in some cases, is an untenable one, and adjustments are inevitable.

In spite of the barrage of investigations, the supply of coffee continues short and prices remain high. In fact, in the teeth of the inquiries the prices hit new highs.

The likelihood is they will remain high in the near future. Supply is definitely tight. Demand, so far, has continued strong.

The big question, to which no one yet has the answer, is the effect on consumption of the national uproar on coffee, with the talk of boycotts.

That there will be some impact, there is no doubt. The question is, how much of an impact?

That remains to be seen.

### Ends coffee at club meetings

The Extension Club of Grass Lake, Mich., has voted to eliminate coffee at its weekly meetings in protest over present prices.

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# Editorials

## The price of restaurant coffee

### An Open Letter to Restaurant Operators

Along with everything else about coffee, the price of restaurant coffee is in the news.

This is of deep concern to the restaurant operator, as it is to the coffee roaster. Public attitudes toward restaurant coffee can affect the restaurant business in general, as well as coffee in particular.

Newspaper stories about restaurant coffee have varied. Some have been frantic declarations of "war" on coffee. Others reported calls for raising the price of coffee to 15 cents a cup, or even 25 cents.

Less noticed were statements by restaurateurs that they saw no need to raise their cup prices on coffee.

With all the furor, it's been difficult for any restaurant man to get at the facts. Yet the question of what his coffee policy should be is too important to be pegged on anything but facts.

A hasty, incorrect policy on coffee can do more to undermine the reputation of a restaurant than almost any other factor.

On the other hand, a sound coffee policy, especially today, can guard a restaurant against needless risks.

What, then, are the facts?

How much does it cost a restaurant for the ingredients that go into a cup of coffee?

All sorts of answers to this question have appeared in newspapers. Obviously a lot of those answers were nothing more than guesses, and pretty wild ones.

The Coffee Brewing Institute, Inc., recommends two gallons of water to one pound of coffee. Their studies show this produces the ideal beverage, which pleases most tastes. Some restaurants, successful ones in almost every case, do follow this formula.

But many operators use two and a half gallons. More are using three gallons. Others are putting an even larger proportion of water into the brew.

Also, the 14-ounce "pound" is not uncommon in restaurant coffee packaging. Better roasters don't like this practice, and say so.

A two-and-a-half gallon basis for estimating costs is conservative. That is, the estimate will run higher than actual costs, rather than lower.

In the two and a half gallons of water are 320 ounces.

A certain amount is deducted for absorption by the coffee grounds. Professor Leslie Backer, of the Stevens Institute of Technology, recently determined that one pound of coffee absorbs about 25 ounces of water.

Allow another ten ounces for other wastage, such as residue in the bottom of the urn. Experienced coffee men think this additional wastage allowance is much too high. Other opinion holds the allowance is somewhat high, but should be taken into account.

Since there is a difference of opinion, we are using the full ten ounce allowance—again, to place this estimate beyond question on the high side, rather than the low.

The 25 ounces for absorption and the ten ounces for other wastage total 35 ounces. From the original 320 ounces of water, then, we have a yield of 285 ounces of beverage.

Today most restaurants serve not more than five ounces of coffee in a six ounce cup. Where the practice varies, it is usually toward serving less coffee in the cup, rather than more.

In the 285 ounces of beverage are 57 cups of five ounces each.

At even \$1.10 a pound, the coffee itself costs less than 2 cents per cup on this basis—1.93 cents, to be exact.

At \$1.05 a pound, the coffee itself costs 1.84 cents per cup.

At \$1.00 a pound, the coffee is 1.75 cents a cup.

Now, what about cream?

Here, even more than in water ratios, restaurant coffee practice varies.

Some operators serve heavy cream—but they are few and far between.

More frequent is "coffee cream"—cream with an 18½ per cent butterfat content.

Many restaurants serve "half and half"—half "coffee cream" and half homogenized milk.

Quite common is "mixture"—one part 18½ per cent cream to three or even four parts of milk.

Some operators are known to serve straight homogenized milk.

What are the costs, per cup of coffee, for these various types of cream service?



"Coffee cream" is about 64 cents a quart. Servings are frequently one-half ounce, sometimes three-quarters of an ounce. In this estimate, once again, we use the higher figure, three-quarters of an ounce, rather than the lower figure.

Allow more than two ounces for wastage—a rather generous amount—and you have 40 servings per quart. The cost of straight coffee cream, per cup, is 1.60 cents.

With the "coffee cream" at 64 cents and milk at 22 cents, "half and half" is 43 cents a quart. At 40 servings to the quart, the cost per cup is 1.08 cents.

At the prices stated, "mixture" consisting of one part "coffee cream" to three parts milk is 32.5 cents a quart. At 40 servings to the quart, the cost per cup is 0.81 cents.

What about sugar?

At ten cents per pound, and about 40 servings per pound, the cost of sugar per cup is .0025 cents.

Now, what is the total cost per cup, with coffee at, say, \$1.10 a pound?

*On the "coffee cream" basis:*

Coffee .....	1.93 cents
"Coffee cream" .....	1.60 cents
Sugar .....	0.25 cents
Total cost of ingredients in cup of coffee .....	3.78 cents

*On the "half and half" cream basis:*

Coffee .....	1.93 cents
"half and half" cream .....	1.08 cents
Sugar .....	0.25 cents
Total cost of ingredients in cup of coffee .....	3.26 cents

*On the one-to-three "mixture" basis:*

Coffee .....	1.93 cents
"Mixture" .....	0.81 cents
Sugar .....	0.25 cents
Total cost of ingredients in cup of coffee .....	2.99 cents

Restaurants using one-to-four "mixture" have a cup cost of 2.94 cents. Operators serving straight milk have a cup cost of 2.73 cents.

In each case, actual costs run less than these figures, for the reasons already mentioned—and because many diners take their coffee black and without sugar.

A leading national company, through extensive research for its own use, established the black coffee drinkers at 35 per cent of the total.

Taking these black coffee drinkers into account, the cost of the ingredients in a cup of coffee averages out as follows:

For restaurants on a "coffee cream" basis: 3.13 cents per cup.

For restaurants on a "half and half" cream basis: 2.79 cents per cup.

For restaurants on a one-to-three "mixture" basis: 2.62 cents per cup.

*Cooking for Profit*, a monthly magazine devoted to more profitable restaurant operation, notes in its January, 1954, issue that "black coffee alone is becoming more and more popular with restaurant customers".

It has long been a standing rule in the restaurant business that an item can be handled profitably if its ingredient costs are not more than 40 per cent of its selling price.

Even on this basis, coffee remains a profitable item at ten cents a cup.

But there are other factors, vital to the future of any restaurant operation.

One of these factors is that restaurant sales of many other items are pegged on coffee. Here's how *Cooking for Profit* explains this:

"Can you legitimately consider the sale of any food you serve which is not in some way related to the customer's expectation of also drinking coffee?

"For instance, how much pie, cake, toast, waffles, hot cakes, sweet rolls would you sell if you did not sell coffee? Desserts are a good profit item. Yet for most adults dessert goes *with* coffee—not coffee *with* dessert.

"It may be there is no legitimate discussion of why you should *sell* coffee. Would it not be more accurate to talk about *how* coffee sells for you?

"Of that there is no doubt. In fact, on the basis of dollar for dollar of expense, it is doubtful if any item in your restaurant will sell more prestige, satisfaction, faithful patronage *and* food than that indispensable cup of *good* coffee."

Another of the factors, touched on by *Cooking for Profit*, is that the very reputation of a restaurant is pegged on coffee. This is emphasized by another restaurant magazine, *Michigan Restaurateur*, issued by the Michigan Restaurant & Caterers Association.

"Good coffee is good business insurance," this association magazine warns in its January, 1954, issue. "Don't let it lapse."

*Michigan Restaurateur* sums it up this way:

"When they stop to think about it seriously, most restaurateurs will agree that a good cup of coffee is the best and the least expensive business insurance a restaurant operator can buy, 1. because good coffee turns coffee customers into regulars; 2. because good coffee keeps the regular customers coming back, and 3. it is the item that brings customers in for those extra between-meal snacks, and for those welcome coffee breaks that do so much to carry a restaurant's overhead during otherwise slack periods.

"That's why it's so amazing when an experienced operator allows this coffee 'insurance' to lapse by either 'watering down' his good coffee or by substituting an inferior brand of coffee that may be a few cents per pound cheaper.

"By turning to such hazardous practice, he is not only risking his reputation for good coffee, he is risking his reputation for fine foods and beverages of every type. Because once a customer has been disappointed in his cup of coffee, he regards all the other items on the menu with a jaundiced and suspicious eye."

(This is the second in a series of statements on the current situation in coffee. The first, "The Price of Coffee", an open letter to both restaurant operators and grocery executives, summed up the basic facts behind the coffee price increases.)

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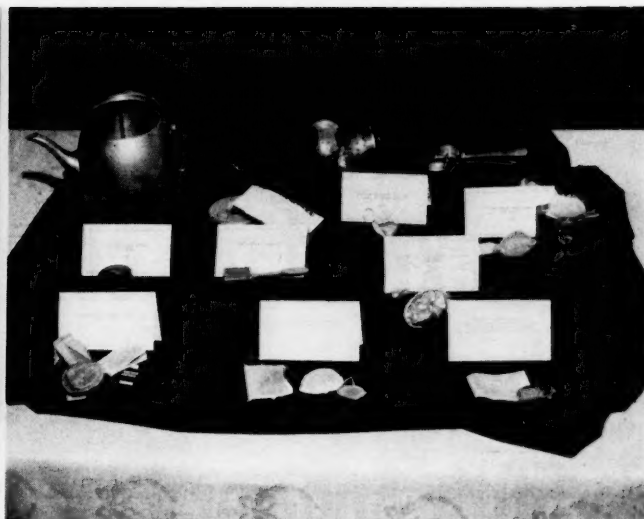
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Tea Association vice president C. William Felton with the five golden awards presented to the tea industry at the press party. Right: The history of the tea bag, as displayed at the press party. Shown are



silk, gauze, pliable metal and filter paper bags, as well as some immediate ancestors of the tea bag, such as the teaspoon strainer, the tea egg, and aluminum pot with tea egg.

## tea bag 50th birthday celebrations off to booming start; year long program

The industry's 50th birthday celebration of the tea bag in 1954 opened last month with a roar. Radio, TV, newspaper and magazine food commentators jam-packed the White and Gold Room at the Hotel Plaza for the press party which launched the year-long activities.

Response to the tea bag birthday program has been unexpectedly enthusiastic. Even tea trade and Tea Council members who sparked the idea have been surprised by the quickly mounting support, inside the trade and out.

Within the industry, requests for tie-in materials, ranging from the anniversary seal to artwork for point-of-sale items, rapidly outstripped anticipated demands.

The food writers and commentators, public bellwethers, responded with unusual warmth to invitations to the spring-board press party. The more than 250 who showed up at the Hotel Plaza included virtually all the top names in the field.

Highlight of the event was the presentation of five golden awards to the tea industry. They were received on behalf of the trade by C. William Felton, vice president of the Tea Association of the U.S.A., and of Henry P. Thomson, Inc.

Speaking for the American homemaker, Mrs. Elizabeth Sweeney Herbert, national president of the American Home Economics Association, presented an inscribed golden tea bag, stressing the tea bag's contribution toward easier home-making for American women.

Joseph W. Mooney, vice president of the American Sugar Refining Co., presented an inscribed golden lump of sugar; Stewart Peabody, assistant vice president of the Borden Co., presented a golden teaspoon and milk bottle; Mrs. Eva

Zeisel, industrial designer, on behalf of the United States potteries, a golden teapot, cup and saucer; A. M. Smith, eastern general manager for Sunkist Growers, a golden lemon.

The program included the premiere screening of a Tea Council five-minute film, "Tale of a Tea Bag." The film depicts the history of tea and the tea bag, with special emphasis in proper tea-bag brewing.

Table displays dramatized the evolution of the tea bag and a series of new tea service ideas for American homemakers.

Among the tea bag items shown were a replica of the first tea bag, made of China silk, and dated 1904; examples of the first handmade gauze tea bags, from 1908; refillable metal teaspoons, from 1916; non-refillable pliable aluminum tea bags, from 1916; perforated parchment paper tea bags, from 1918; sterile, pouch-shaped, round and pillow-shaped tasteless filter paper tea bags with stitched edges, dated 1938; and today's modern tea bag—sterile, tasteless filter paper with a thermoplastic added to permit self-sealing under heat, from 1939 on.

One of the most dramatic displays was also one of the simplest—a table on which were placed 200 cups, the quantity of beverage one pound of tea yields with good brewing methods.

Among the services displayed were arrangements for a wedding tea reception in the home; a buffet tea table for informal parties; and an American family's version of "high tea."

Participating in the tea service table displays were the following companies:

**We proudly take this opportunity  
to extend our congratulations to  
the entire Tea Industry on the  
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Josiah Wedgwood & Sons, Inc.; Wallace Silversmith; Leacock Linens; Monmouth Pottery, a division of Western Stoneware Co.; The Hall China Co.; General Foods Corp.; Dudley, Anderson and Yutzy; South African Rock Lobster Association; Sola Stainless Steel; Roses, Inc.; Associated Bulb Growers of Holland.

Ideas emphasized at the press party, and visible as early as the next morning in newspaper reports, included these points:

"The modern tea bag is a scientific blend of 20 to 50 different kinds of tea. It is weighed, and filled by machine using tasteless, filter paper holding *exactly* enough tea to make *exactly one* cup when properly brewed.

"Tea is the most economical household beverage available to American homemakers—whether in tea bags or loose tea. When brewed according to package directions, one pound makes an average of 200 cups at a cost of less than one cent per cup."

It was stressed that the celebration of the 50th anniversary of the tea bag will be a year-long event. For example, the movie, "Tale in a Tea Bag," produced especially for the anniversary, will be circulated all during the year to television stations, schools, clubs, etc.

The Tea Council reported to the press party that the tea bag was discovered by accident.

When wholesale tea merchant, Thomas Sullivan, of New York City, ordered silk bags to hold samples of tea to be handed out to customers, he didn't visualize those same customers pouring hot water over a tea bag in a tea cup. This they did and the "tea bag" was born, the Council explained. It was 1904.

Sullivan's customers in the restaurant trade demanded tea bags as a product. His friend, Louis Hirschhorn, a coffee-urn bag manufacturer, invented a machine to turn out the tea bag he designed. Several years later, silk was abandoned for gauze. A machine measured tea into bags and quickly stitched them.

In the early twenties, W. A. Upham, head of a food products company, convinced a large packer to promote the tea bag on a large scale.

Cheesecloth, gauze and filter paper were used successively—first sewn, and later heatsealed. Successive changes in tea bag material were part of the problem of constructing the tea bag. Material had to be as neutral to the taste as possible, serve as protection and filter for the tea, yet be strong enough for high-speed machinery, and inexpensive to produce.

The Tea Council made available at the press party suggestions on how to brew tea with bags. Packers may want to check their own instruction against these directions:

"To make good tea you need water that has come to a full, rolling boil, one tea bag per cup *plus* one for the pot. Since it takes at least three minutes for tea leaves to unfold and release their flavor goodness and stimulating quality, allow three to five minutes for brewing.

"Although the best tea is made in a teapot, it's easy to turn a teacup into a teapot when making one cup of tea, by simply placing the saucer over the cup during the brewing period.

"Resist dunking the tea bag up and down in a cup or teapot. Dunking merely helps cool off the water, and prevents it from taking full action on the tea.

"Color is no true indication of tea, since some strong teas brew light and some weak teas brew dark.

"Milk is better than cream with tea because it lets the



This cartoon feature on the 50th anniversary of the tea bag is being syndicated to the press. The accent is on good brewing, one bag per cup.

true flavor of tea come through. Lemon adds a delightful flavor to tea."

Basic advances in tea bag use are possible in many ways, the tea trade has been advised. Only 50 per cent of the restaurants in the country use enough tea, one bag per cup or 200 cups to the pound, it was emphasized by Anthony Hyde, executive director of the Tea Council of the U.S.A., Inc., in his report to the last tea convention.

This report has just been made available as a handsome, illustrated brochure called "The New Tea Story". Recent events magnified the importance of his remarks, it was felt, and it was decided to make the report available in this form.

"The pot-sized bag for teapot service—although increasing in popularity—is not yet used in most cases", Mr. Hyde points out. "Many restaurants still cling to lightweight tea bags."

The development of iced tea bags for restaurants based on the two-ounce formula, and the promotion of this formula to restaurants, has been largely responsible for a gain of 165 per cent in iced tea volume in four years, Mr. Hyde indicates.

"Perhaps the most obvious proof of what making good tea available really means to increased tea consumption is the history of the two-ounce formula campaign," he reports. "This campaign has taught restaurants to make iced tea *twice as strong* as they formerly did.

"The campaign began in 1948 after the Brewing Committee of the Tea Association developed the way to make a perfect glass of iced tea.

"Packer sales of iced tea bags to restaurants increased 24 per cent the first year; another 18 per cent the next year; 23 per cent in 1951; 47 per cent in 1952 and a spot check shows we had another nice increase in 1953. This totaled 165 per cent in four years.

"And we haven't done the job yet. What per cent of restaurants would you guess used the two-ounce formula this past year? Thirty-two per cent by numbers and 43 per cent by volume. The big volume restaurants are using it—the little fellows haven't yet caught on.

(Continued on page 56)



R. T. A. Cooper in the tea tasting room of Lipton's Galveston plant, preparing to make up a Yellow Label Blend from samples of raw tea.

## "Why I became a tea taster"

By R. T. A. COOPER, Manager  
Tea Department  
Galveston Plant  
Thomas J. Lipton, Inc.

*(This article is from a bright new addition to the tea scene, "Lipton Magazine". Edited by June Guncheon, this quarterly is as sparkling and appealing as any general magazine. It's slanted for people outside the company, as well as Lipton employees.)*

Many people have asked me in recent months, "What in the world made you choose to be a tea taster?" For these people, and for any others who might be thinking of asking the same question, this is the tale of a tea taster.

It is probably true to say that there have never been any people who, having progressed through the various stages of their early education, and coming at last, face to face, with the inevitable problem of planning a career, immediately hit upon the idea of slurping tea for a living. They might turn over in their minds innumerable ideas before they are finally convinced that what was good enough for their fathers should be good enough for them, and accordingly enter the family business (on the lowest rung of the ladder, of course). But it is doubtful if any one of their innumerable ideas ever includes tea tasting. The more undecided young men may even try their hands at three or four different professions before finally settling down into a career.

I had one friend who spent three years at Cambridge University studying Law with all the concentrated attention he could command. Then, quite suddenly, he threw aside his books and went on the stage. He turned out to be a very capable young actor—for six months. The next I knew of him, he was a missionary in a leper colony in Nigeria. That was three years ago. By now, he is probably raising sheep in Australia, or even studying to be an opera singer. He had a fine voice, I remember. But I am willing to lay a larger wager that he is not a tea taster.

I must now confess that, like every other average man, I too never had any youthful aspirations toward the professional teacup. In my case, it was the unhappy expression on the face of a friend at a cocktail party in Cambridge which led me, eventually, to a tea broker's office in Frenchchurch Street, London, in the heart of "the city."

The gentleman with the unhappy face explained it briefly, thus. It seems he had just been told of a wonderful job for which the qualifications were by no means too exacting: an ability to play good cricket was the most important factor, evidently, an ability which he certainly possessed. The job,

he explained vaguely, had something to do with tea, and it meant living in Ceylon after a short period of training in London. The salary apparently was very satisfactory. All in all, it seemed a wonderful opportunity; but it just so happened that someone was required for this post at once, and he, unfortunately, had another year's study ahead of him. Dejectedly, he drained his martini and looked around for another one. Further questioning soon revealed the source of this offer, whereupon I made him a gift of my own half-finished martini, and hurriedly disappeared in quest of more information about the job. You see, I, too, fancied myself as a cricketer of adequate ability!

The next few months of my life were largely taken up with interviews, and at the end I realized that the job, which was originally described to me as having something to do with tea, in fact, had everything to do with tea and very little to do with cricket! But, by that time, I had begun to take a very keen interest in tea, and all the stages of its progress from the tea estate until it finally goes into the pot.

In the proverbial good old days, before the last war, a newcomer to the tea trade was accepted for training only on the payment of a fee for the privilege. But ideas like that have changed with the times, and so for six months, I was actually paid the substantial sum of about ten dollars a week, on which to live in an apartment in London while I was busily "learning the trade."

For a while I began to wonder whether it was the right trade they were teaching me at the broker's office. Every day for several weeks I washed the cups from which knowledgeable superiors had indecorously sipped. I later learned that this stage of training used to last two or three years "back in the old days." I would hazard a guess, therefore, that the reason for the brevity of the course in dishwashing in my case, may well have been the expense the firm incurred in replacing the countless cups, pots, and, above all, lids, which somehow always managed to slip through my untrained fingers. Having been promoted, or perhaps I should say expelled, from that function, the serious business of learning to distinguish between teas of different origin began.

To start with, it was a disheartening business. The difference of appearance in the various kinds of tea leaf could, to some extent, be pointed out and taught. But actually, the art of tasting cannot be explained to anyone. You have to rely on your own palate to teach you, and only by con-

tinued practice, experimenting and comparison, can your palate be trained. When I first started out, I could just tell India tea from China tea. After three months of sipping and spitting all day long, I could still tell India tea from China tea, and that was all. But at last, one day, I began to perceive a difference between teas from various parts of the world. From then on, the differences became more and more distinct, until at the end of 18 months I could not understand how it was that I had never noticed it before.

As well as the actual tasting of tea, I found I could learn a great deal from taking down remarks made about a batch of teas by the experts. Every day there would be from 50 to 300 teas to be tasted. Each one had to have its own special characteristics remarked upon and recorded on paper.

By this time, the fascination of tea completely absorbed me. The ability to pick out subtle differences in flavor or character of teas was, and still is, an art ever to be practiced. You can never become so proficient that your opinion is 100 per cent reliable every time, but the real expert who has many long years of experience behind him will come extremely close to that achievement.

Test batches, consisting of, perhaps, 20 teas to be placed in order of value, or separated into districts of origin, no longer filled me with apprehension. True, the experts would still stand over me and watch everything I did, but I felt that they were not so much picking holes in my work, as trying to help me when I made mistakes. As time went on, mistakes became less glaring and I really began to enjoy it.

One day, the rest of the tasting room staff put out an unofficial test batch for me while I was out at lunch. When I came back, I was suddenly faced with a line of about 36

#### Tea with lemon

It seems to me  
That it should be feasible  
To cut the lemon  
So that it's squeezable.

My ire's aroused  
By a disc shaved meagerly;  
When given a squeeze,  
It succumbs too eagerly.

Its lifeblood flows  
To bedew my fingertip  
While my tea, alas,  
Gets not even a little drip.

SAMUEL J. MILLER

*As published in Restaurant Management*

teas to place according to their districts of origin. I could tell by the wicked smiles on the faces of my co-workers that something was in the wind. I imagine it was my pride which had the final say in the debate that was going on in my mind, and I duly set to work. Before I started, I elicited the fact that one of the teas was a trick, and my worst fears were justified. I had no idea which cup contained the wicked brew, but I was determined to find it out if I died in the attempt.

As it turned out, the search for it did not take long.  
(Continued on page 58)

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# the possibilities of mechanizing tea cultivation

By J. S. WRIGHT

*Decisive changes in tea are fairly easy to see when you're looking at history. Trying to see them in the future is an entirely different matter. Yet every industry, every business, is required by economic necessity to sift current data for possible indications of new, basic trends.*

*In tea, one such decisive change is clearly in the making.*

*Whether it happens in the next few years, or in the next few decades, tea growing will surely be mechanized.*

*Here, from a report in the Tea Quarterly, journal of the Tea Research Institute of Ceylon, is a comprehensive review of the current situation in mechanized tea cultivation, with specific reference to Ceylon.*

## Part 2

A convenient outfit to consider for purposes of illustration is one of the small tracklaying tractors with an engine of six to seven h.p. that are quite commonly used by large-scale market gardeners in the U.K. There are, of course, other possibilities, e.g. the small four-wheeled drive tractors that are used in some continental vineyards, or even the two-wheeled "walking" tractors that are used in smaller-scale market gardening. But, on the whole, a small tracklayer seems to offer the best combination of small overall dimensions and maneuverability with an adequate output of power. A tractor of this kind would have an overall width of not more than about three feet and could operate without difficulty in seven foot tea rows. With appropriate shielding to push longer branches aside it might even operate in six foot rows, but this would be a matter for experiment in the field. The tractor could carry weeding equipment arranged so as to work right up to the boles of the bushes on either side.

The exact nature of the weeding equipment would, again, be a matter for experiment. It might, for example, be an arrangement of shallow working hoes similar to those used in sugar beet and other root crops; or one of the so-called finger or rod weeders; or even some form of rotary cultivator. It is, however, quite certain that out of the very wide range of light cultivating equipment now available, suitable tools for weeding tea rows could be found.

Working in seven foot rows at an average of one and a half m.p.h. a tractor mounted outfit of this kind would cover about 10 acres in a day, and, working 25 days per month, would be capable of handling the weeding of 250 acres of tea. If all weeding were done with tractors in this fashion, at the rate of one to every 250 acres, the whole labor force of the estate could be reduced by over 20 per cent.

Some indication of the comparative costs of the two methods may also be of interest. At 53.5 man-days per acre, the present annual cost of weeding 250 acres of land would be about 27,000 rupees. The capital cost of the tractor outfit would be about 5,000 rupees; and if this were entirely written off in four years, depreciation charges would be about five rupees per day. From experience already gained with the tractors now being used for haulage on tea estates,



Cultivation by hand on a tea estate in Pakistan.

the daily running cost, including the driver's wage, would be not more than 20 rupees a day. At the all-in total of 25 rupees a day, the annual cost of weeding 250 acres by tractor would be only about 6,250 rupees—a saving of over 20,000 rupees, or five times the first cost of the equipment, annually.

Deep forking could probably not be done mechanically except at the risk of excessive root disturbance; but the lighter forking that accompanies fertilizer application, and the actual application of fertilizer, could certainly be done in much the same way, and at much the same saving of labor and cost. Indeed, in the long run, the separate items of manure application might disappear from estate estimates altogether. Two out of the 12 annual weeding would be done with a rather deeper-working tractor attachment—with something on the lines of a harrow instead of a hoe—the fertilizer being applied mechanically and more accurately, at the same time.

As a further example of how mechanization may change existing practices: it would almost certainly be desirable to plant the uncovered space between rows (*i.e.* the strip about three feet wide on which the tractor runs) with some low-growing green crop. It would then be quite practicable to arrange for the tractor to mow this strip, and to windrow

(Continued on page 64)



## **Iced tea sales to restaurants hit all time high in 1953**

Iced tea sales to restaurants have increased by 239 per cent since 1948, it was reported by Anthony Hyde, executive director of the Tea Council of the U. S. A., Inc.

According to Mr. Hyde, a survey just completed among a representative sample of large, medium and small tea packers discloses that packer sales of iced tea bags to restaurants increased by 28 per cent in 1953 over the previous year, and that the 1953 sales were almost two and one-half times what they were in 1948.

"This spectacular sales increase, amounting to 5,500,000 pounds in the last five years," Mr. Hyde commented, "shows the tremendous public popularity of the iced tea product when it is properly prepared.

"In 1948 the Tea Industry launched a campaign for two-ounce formula iced tea in restaurants. This formula enables restaurants to make iced tea in quantity as good, in flavor and color, as iced tea made in the home.

"In just five years, 34 per cent of all the restaurants in the country have adopted the two-ounce formula. In our files are hundreds of case histories showing that when they start to serve properly made iced tea, restaurants feel an increased sales impact almost immediately; and, even more surprising, year after year they put sales increases of 50 to 100 per cent or more on top of each other.

"To make its preparation easier, and the measurements foolproof, 36 per cent of the nation's packers are now

supplying their restaurant customers with two-ounce tea bags."

### **Mid-year meeting to review**

#### **1954 iced tea campaign**

The tea industry's coming iced tea campaign will be previewed at the third annual meeting of the Tea Association of the U. S. A.

A luncheon meeting, the 1954 mid-year event will see a presentation of the advertising, merchandising and publicity campaigns for iced tea this summer.

The meeting will take place on Thursday, April 29th, in the Grand Ballroom of the Biltmore Hotel, New York City. Members of the trade will begin gathering at 12 noon, and luncheon will begin at 12:30.

Hayes G. Shimp, Jr., chairman of the committee in charge, guarantees the meeting will end at 2:30 on the dot.

Tea men will learn at the meeting how they can tie in with the industry campaign to boost their own iced tea sales.

A record number of grocers and restaurateurs are being invited to the meeting, to see how the industry will support them on iced tea this summer.

### **Packaging Institute holds annual spring luncheon**

The annual spring luncheon of Packaging Institute will be held at the Hotel Dennis, Atlantic City, April 17th, during the National Packaging Exposition, E. E. Balkema, vice president of the Packaging Institute in charge of all technical committees, has announced.



**We are proud of our association  
with Tea for over 99 years.**

**Congratulations to the entire Tea Industry  
on the 50th Anniversary of the Tea Bag.**

**EPPENS, SMITH Co., Inc.**

**Borden Ave. & 21st St.**

**Long Island City 1, N. Y.**

***Tea Importers Since 1855***

***Private Label Tea Packers Since 1926***

## tea bag 50th birthday celebrations

(Continued from page 51)

"There's still tremendous potential in this out-of-home market."

In the home, too, there is room for considerable improvement in the use of tea bags, Mr. Hyde says. He makes this clear in explaining that six out of every ten housewives skimp on tea.

"Tea is well displayed in every grocery store in the country," he says. "It is on 86 per cent of all pantry shelves. The problem is to get tea off the pantry shelf and into the teapot."

"In the home market we have a double objective. First, to educate people to use *one bag per cup*. Second, to develop *more daily tea drinkers*."

"These have been chosen as our major objectives because we know that if we succeed in them it will be the quickest and surest way to build tea consumption and tea sales in this country."

"Let us look at the first objective, namely, to educate people to use one tea bag or teaspoon per cup. In 1948 the Roper Survey showed that about 40 per cent of the tea drinkers make tea with one spoon of tea or one bag per cup—so that the population as a whole was getting 275 cups per pound instead of 200 cups. Forty per cent were using enough tea, but 60 per cent were shortchanging themselves. And look what it does to us."

The celebration of the 50th anniversary of the tea bag is in line with this objective of educating people to use one tea bag per cup.

The Tea Council has pointed out to packers that the

anniversary provides an opportunity for them to capitalize on the "convenience, ease, economy, neatness, etc." of using their tea bags.

Plans call for a tea bag task force of U. S. tea men to make guest appearances on TV and radio shows in all parts of the country.

News and feature stories, with the press party as the springboard, are being sent to newspapers, magazines and TV and radio stations throughout the country.

The Tea Council emphasizes that in their promotion packers can stress the golden rule for tea bag brewing—one bag per cup.

It's good business, the Council indicates. "If people used one bag per cup today, tea bag sales would be up 8,170,000 pounds—or 1,634,000,000 tea bags—right now, without the aid of one new tea drinker," the Council explained.

Anniversary seals are available from the Council for use by packers on their packages, on tea bag tags, in advertising and on point-of-sale material.

### Offer tea party kit

Four individual cartons of black, green, jasmine and oolong teas are being packed by the Mee Jun Mercantile Co., Chicago, in a "Hostess Tea Party" package designed by the Robert Gair Co., Chicago.

A slanting sidewall gold foil tray, printed in red and black, holds the four cartons, also of gold foil, with green, red, blue, and orange printing.

A plastafol lid fits over the tray and holds the cartons in place, while a chip-board sleeve offers protection during shipment.

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## LIPTON TEA

brisk flavor,  
never flat!



Brisk Lipton Tea has such a lively, bracing flavor—it's no wonder more people drink it than any other brand. Year after year, constant, dependable quality has made Lipton America's favorite tea.

## Tea Movement into the United States

(Figures in 1,000 pounds)

	Nov. 1952	Dec. 1952	YEAR 1952	Jan. 1953	Feb. 1953	Mar. 1953	April 1953	May 1953	June 1953	July 1953	Aug. 1953	Sept. 1953	Oct. 1953	Nov. 1953	Dec. 1953	YEAR 1953
<b>Black</b>																
Ceylon	1,973	2,642	42,188	3,546	4,132	4,965	4,676	3,368	3,678	4,060	4,036	4,832	3,976	1,831	2,575	45,675
India	2,725	3,593	35,804	3,798	3,343	4,982	3,988	3,288	2,524	2,591	1,432	2,334	3,817	2,335	3,107	37,532
Formosa	41	115	1,581	...	77	70	79	238	52	130	138	159	221	305	404	1,874
Java	496	570	7,814	400	299	818	792	543	513	783	337	416	758	527	528	6,714
Africa	132	316	1,614	175	307	270	437	781	498	230	157	327	406	87	112	3,786
Sumatra	129	120	2,217	280	405	314	287	705	341	439	164	346	518	420	239	4,458
Misc.	32	24	193	24	353	8	3	62	45	139	32	106	102	368	121	1,417
<b>Green</b>																
Japan	192	38	2,483	73	25	114	58	107	87	185	699	779	314	214	42	2,698
Misc.	...	...	118	34	8	28	9	47	15	...	10	50	40	68	5	312
<b>Oolong</b>																
Formosa	56	20	207	12	9	17	4	...	3	1	17	45	53	61	89	266
Canton	...	...	26	...	...	...	...	...	...	1	18	4	15	11	2	34
Sentd Cntn	...	...	32	...	...	...	4	...	...	...	2	8	15	5	...	35
Misc.	1	...	10	...	...	15	...	6	...	...	25	4	...	...	...	62
<b>Mixed</b>	3	4	92	6	...	...	12	...	2	2	...	...	27	5	22	135
<b>TOTALS</b>	<b>5,780</b>	<b>7,443</b>	<b>94,559</b>	<b>8,348</b>	<b>8,659</b>	<b>11,601</b>	<b>10,400</b>	<b>9,164</b>	<b>7,758</b>	<b>8,561</b>	<b>7,061</b>	<b>9,410</b>	<b>10,262</b>	<b>6,237</b>	<b>7,536</b>	<b>104,998</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

### Tea imports into U. S.

#### continue to increase

Tea imports into the United States are continuing to increase.

Recent figures indicate that close to 105,000,000 pounds of tea came into the country in 1953.

This is an 11 per cent increase over 1952, which in turn had a 12 per cent gain over 1951.

The Tea Association cautions that these import figures are not an accurate gauge of tea consumption, but adds that they do indicate a favorable trend.

### "Switch to tea" grocery poster

#### made available by Tea Council

In response to requests received from grocers, factors for additional merchandising support for tea right now at the point-of-sale, the Grocery Merchandising Committee of the Tea Association, with the concurrence of the Tea Council, has decided to issue a new piece of store material.

Bearing the copy message, "Now is the Time to Switch to Tea", the new piece is done in the "pot-brush" technique and measures 16 by 11 inches on the vertical axis.

Colors are bronze-blue, on yellow stock.

### More tea to be available to soldiers

After a long series of tests, the U. S. Army has agreed to a new basic policy on tea. Tea will ultimately be available to soldiers three meals a day — 90 meals a month — instead of the present four meals a month.

During 1954, the Tea Council merchandising staff will travel throughout the U. S., teaching brewing and service techniques to Army mess personnel. Until brewing equipment can be developed, the Army will use individual tea bags.

### Tea Club hears "Hutch", Tilly

Ninety members of the tea industry in the New York area gathered at the Antlers Restaurant last month for the first meeting in 1954 of the Tea Club.

Charles Hutchinson, former Supervising U. S. Tea Examiner told about his experiences during his cross country trip by bus for the Tea Council.

The tea men, as usual, enjoyed immensely the simple, dry humor "Hutch" is able to bring to anything he discusses.

Gerald Tilly, of the Colombo Commercial Co., Ceylon, reviewed the tea picture in South Africa, New Zealand and Australia.

### Charles Newman, Teamaker president,

#### on management tour through Italy

Charles Newman, president of Teamakers, Inc., Chicago, departed from International Airport, New York City, last month, for a seven-week trip through Italy. He will conduct management seminars for the Council of International Progress in Management.

He was chosen by C.I.P.M. to be a member of a four-man team of management experts under a U. S. government sponsored program.

Mr. Newman's itinerary includes seven Italian cities where American management know-how will be discussed with hundreds of Italian industrialists.

After this tour, he will go to Great Britain to set up distribution of his strictly Yankee-made Teakoe Teamaker.

### PMMI sets date, place for annual meeting

The Packaging Machinery Manufacturers Institute will hold its 22nd annual meeting at Grove Park Inn, Asheville, N. C., September 23rd-26th, 1954, according to an announcement by Robert T. Foreman, Institute president.

## "why I became a tea taster"

(Continued from page 53)

There was one tea right in the middle of the line which looked like tea, and smelled like tea, but just did not taste quite like any tea I had come across before. The more I tried to analyze the cause of the different taste, the more difficult it became to do so. I since learned that it is disastrous to take more than two or three sips from the same cup. After the third, every succeeding sip seems to taste different, and only serves to make your confusion worse. Finally, I threw caution to the winds and hazarded a wild guess. I suggested that they had introduced into the tea some foreign matter, such as washing-soda, and, believe it or not, that is precisely what they had done!

From that day on, they never tried to play another trick on me, for which blessing I was devoutly thankful. Lady Luck could never have smiled so sweetly again.

At the end of about 21 months' training, the manager of the firm decided that I was now eligible for a job. Unfortunately, the political situation in Ceylon had altered considerably during that time, and it was now almost impossible for a European to get a job in that country, even if his cricket was first class. India proved equally unresponsive, and I was more than delighted when I was offered an assignment with Lipton in the United States.

I had always wanted to come to this country to see for myself the fabulous things I had read about and heard of. When the opportunity arose, I jumped at it. Of course, it meant more interviews, and no cricket at all, but to me this first year alone has been worth a much bigger sacrifice than that.

Most English people, who have never been across the Atlantic, have a vague idea, probably implanted by Hollywood, that all Americans are millionaires and all Texans multi-millionaires, and that anyone who goes to America automatically becomes one or the other. I can now count myself as one of the more enlightened British, who know this is not true. I was never destined to be a millionaire, I am sure of that, but I console myself with the thought that money is a very small thing, indeed, when set against happiness.

What if I was not born, as the saying goes, with a silver spoon in my mouth? If I had, it would have been a tea-spoon.

### Lipton promotes Suttle, McMahon, Moss

Carl I. Wood, executive vice president of Thomas J. Lipton, Inc., recently announced three new appointments involving promotions, for H. L. Suttle, W. F. McMahon and Thomas Moss.

Assistant general sales manager Suttle has been named general sales manager. General field manager McMahon will move into Mr. Suttle's former position.

Both men will continue working under the direction of M. A. Reilly, vice president in charge of sales.

The third appointment promotes Thomas Moss to manager of the San Francisco plant. Mr. Moss has been acting plant manager for the past year.

### Sydney Greenstreet once a tea planter

Sydney Greenstreet, the sinister fat man of films, who died recently, was once a tea planter.

Born in Sandwich, Kent, England, in 1879, Mr. Greenstreet got a job on a tea plantation in Ceylon after graduation from school.

It was lonely there and, over and over, he read a volume of Shakespeare's plays which his mother had packed in his trunk.

Tiring of tea, he returned to England and joined an amateur Shakespearean company. Soon he was a professional.

### Ed Menard, of R. C. Can, dead

The R. C. Can Co., St. Louis, Mo., deeply regrets the passing of Ed Menard, Sr., 68, who died suddenly of an heart attack.

Mr. Menard spent his lifetime in the fiber can industry and served as sales manager and production head.



**Congratulations  
to the  
Tea Industry  
on the  
50th Anniversary of the Tea Bag**

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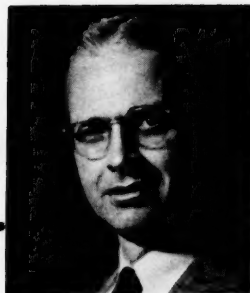
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## do's and don'ts



## in package design

By JERRY FOLEY,

Sales Promotion Manager  
Rossotti Lithograph Corp.

*This article is the third presented here from the series of comments which have been coming from Mr. Foley's desk in the shape of an informal company letter, "Self-Service Merchandiser". Whatever else your opinion of them might be, they are—without fail—keenly stimulating.*

Here are some DO's and DON'T's which we have found to be a successful guide in more than 50 years of printing fine food packages . . .

DON'T let any adjacent color nullify the trade mark or pictorial. Powerful colors, selected merely for their shelf strength, may be repellent to a great many women.

DON'T use colors for background that, by being too warm, take a foreground prominence, and push your pictorial into the background.

DON'T, for instance, use a strong yellow or red behind a pictorial which must use yellow to depict your product with accuracy.

DON'T select three or four special colors for your design, just to give your package color identity. If you do, you cannot get maximum value from full color process in your pictorial. (You must use three of the four process colors to get natural pictorials).

DON'T make the mistake of trying to emphasize too many color elements on your package, and end up by emphasizing nothing.

DON'T think that you must suffer a loss of package identity, in order to modernize your package and make it an asset instead of a liability in impulse buying in self-service stores.

DO relate your package design to the tremendous shift in women's buying habits, and to their new consciousness of color harmony.

DO remember that in recent years many factors have influenced women's tastes. (Don't forget the effect that women's magazines, movies in Technicolor, an increase in basic education and travel, and a general rise in cultural levels, all have had on women's buying habits).

DO select your package colors on the basis of what you want to have emphasized in the minds of today's consumers, viz., your pictorial, your trademark and variety names. Then select background colors that will complement them. Make them stand out on the shelves and reach out and make the

woman shopper want to buy and eat the contents.

DO remember that cool colors as a rule will, when used for backgrounds, accent and bring forward the naturally warm colors usually required for your pictorial. If your pictorial requires cool colors, then accent it with warm colors for background.

DO take full advantage of the enormous sales potential of high fidelity, full color reproduction of your pictorial, as a medium of sales-appeal through appetite-appeal.

### American Can advances three executives

The appointment of R. B. Thompson as assistant general manager of manufacture for the American Can Co. has been announced by G. W. Reese, general manager of manufacturing.

Mr. Thompson, who had previously been manager of manufacture for the company's Atlantic division, has been with the container making firm for 31 years. He will continue to make his headquarters in New York.

The can company also announced that A. de Genaro, formerly assistant manager of manufacture for the Atlantic division, will succeed Mr. Thompson as division manager.

Mr. de Genaro's previous position has been filled by J. C. Souhan, formerly manager of the company's Hillside, N. J. plant and more recently an assistant to the general manager of manufacture.

### Named to Shellmar-Betner Pacific staff

With the establishment of its new Pacific sales division, divided into northern and southern districts, the Shellmar-Betner Flexible Packaging Division of the Continental Can Co. announces the following appointments, according to B. C. Betner, Jr., vice president:

C. V. Ore is the new district sales manager for the Northern Pacific area, with offices in San Francisco.

T. H. Morris is district sales manager for the Southern Pacific area, with headquarters in South Gate.

Mr. Betner also announced the appointment of F. S. Hinkle as director of product sales for the Shellmar-Betner Division. Mr. Hinkle, who joined the Betner company in 1939, has offices at the Division headquarters in Mt. Vernon, Ohio.

## **What's been happening to tea consumption in the United Kingdom?**

What's been happening to tea consumption in the United Kingdom since derationing?

American tea men are interested in the answer, for it concerns absorption of tea by the largest market in the world.

To find out, the Tea Bureau, London, conducted a survey in mid-April, just six months after derationing. This survey was the third in a series of consumer studies.

The survey records a small but definite rise in consumption.

The study may have been taken too close to the day of liberation, comments The Tea and Rubber Mail, since households were still able to live on their invisible stocks, the odd half and one pound packets which were tucked away for the rainy day.

Nevertheless a pattern is discernible. The overall picture gives grounds for anticipating that the pre-war level of consumption will eventually be reached.

The stated average weekly consumption per household interviewed appears to be a little over ten ounces.

It is apparent that consumption is higher among working-class households than in other groups. Among upper and middle-class families the lower figure is due to the consumption of alternative beverages, such as coffee, and also because of smaller average family units.

Breaking down the households to numbers, average consumption of tea per person per week is very slightly in excess of three ounces.

A factor contributing to the upward trend has been the spoonful for the pot. The housewife has taken advantage of freedom to give herself and her family a stronger and a more frequent cup of tea. It is suggested that this may well reflect the very marked increase in satisfaction with the quality of tea available.

Although housewives appear to be paying slightly more for their tea, there is no evidence of a tendency to change to a dearer brand or grade, as a number of popular brands have increased their prices since the last survey was made.

There has been little change in shopping habits since derationing; 85 per cent of housewives always buy their tea at the same shop (89 per cent last time). Of these, 76 per cent still buy from their registered grocer, compared with 78 per cent under rationing.

With the supply of tea for the home increased, tea consumption outside has slightly declined, but this is nothing compared with the steep fall in coffee drinking, both inside the home and out. A minor but interesting point about coffee consumption is that even where this beverage has held its own, i.e. at "elevenses" in the home, tea drinking has shown some increase.

It must be remembered that the three ounce ration was the final effort of the Ministry of Food just before tea went off ration altogether, Travers' Circular points out. This was also the figure for prewar consumption.

Housewives satisfied with the present quality of their tea now number 90 per cent, against 85 per cent in 1952 and 77 per cent in 1951.

By April 18th one housewife in ten had bought or been given a Coronation tea caddy. That seems an imposing

figure, especially as by the day itself the number must have been still higher. In any case, only four housewives in a hundred leave the tea in the packet instead of turning it out into a tin or jar.

## **Five cent cup of coffee builds**

### **traffic for supermarkets**

"There is no better leader for a supermarket than a good old-fashioned five-cent cup of coffee," reports Supermarket News.

At least, says the trade paper, that's the opinion of operators of two supermarkets in Boise, Idaho.

The two food centers offer daily a fine cup of coffee for only a nickel.

The coffee is sold at the counters in each store and officials of the two-store supermarket chain reveal the five-cent cup of coffee has not only built luncheon counter volume, but it has also helped build traffic throughout the entire supermarket.

## **Coffee, hot doughnuts hike**

### **attendance at classes**

A University of Nevada professor, A. L. Higginbotham, is getting 100 per cent attendance at his early morning classes these days.

Prof. Higginbotham, head of the journalism department, was injured in an auto accident recently and still is not strong enough to resume teaching on the campus.

So his students meet at his home. For the 8 a.m. classes, Mrs. Higginbotham serves hot coffee and an occasional doughnut.

## **Up coffee ocean freight rate**

Effective March 1st, 1954, the rate on green coffee in 60 kilo bags from Brazil ports to ports on the Atlantic and Gulf coast of the U. S. A. will be increased from \$1.75 to \$2.00 per bag, George F. Foley, chairman of the River Plate/United States - Canada Freight Conference, has announced.

The 14 per cent increase in rates is attributed to increased costs and increased claims of liability on the carriers.

## **Gair announces appointments**

William T. May, Jr., vice president in charge of container operations at the Robert Gair Co., Inc., New York City, manufacturers of corrugated containers, paperboard and folding cartons, announced the appointment of Floyd C. Costello as assistant general production manager for container division operations.

Alfred W. Hoffman was named quality control manager for the container divisions.

## **To represent coffee bag firm in South**

Arkell and Smiths, manufacturers of coffee bags, announce the appointment of Wurzburg Brothers, Inc., Memphis, as sales representatives in Tennessee, Alabama, Mississippi, Louisiana, and Arkansas for Arkell and Smiths' coffee bags.

# THE FLAVOR FIELD

## Section of Coffee and Tea Industries, formerly The Spice Mill

### vanilla color

Givaudan Flavors, Inc.  
By JAMES J. BRODERICK, Flavor Chemist

During the past year there has been considerable talk about standards for pure vanilla. Although no one will deny the need for a set of working standards for various strengths of vanilla to eliminate from the market some of the inferior and mislabeled vanillas that are giving pure vanilla a "black eye," opinions are sharply divided on what to do about it.

On the one hand, we have people who feel that to set up any standard that is not indicative of vanilla quality would mean giving license to the inferior products that can meet the new standard. This, they feel, would be to the detriment of good, sound, pure vanilla. They also feel that until some working standard can be devised, no standards should be proposed.

On the other side, we have those who feel we must start somewhere, and any standard that eliminates *some* of the inferior products is better than nothing and a step in the right direction.

We feel that now is the ideal time to discuss those properties of pure vanilla extract that really give an indication of vanilla quality, and those analytical constants that have little meaning should be considered in that light.

It is important that the flavor industry formulate some practical standard on their own before some governmental agency devises a test, or tests, which could start a "witch hunt" on vanilla products. On top of the recent lemon oil experiences, a thorough investigation of the whole industry might be the unfortunate result.

One characteristic of pure vanilla extract that is extremely difficult to duplicate is vanilla color. An analytical test for the percentage of color insoluble in Marsh reagent is an important test when adulteration is suspected, but one which is seldom run. If more than 35 per cent the color of pure vanilla is insoluble in the Marsh reagent (principally amyl alcohol), then added color is verified. Actually 25 per cent insoluble is better value for most genuine extracts. The more crude adulterations of vanilla are readily detected by this simple and effective test.



James J. Broderick

The problem of getting additional color into a vanilla extract, when less than the required amount of beans is used, is a difficult one and there are three ways that this can be accomplished and not show up in the Marsh reagent test. Assuming one efficient method of processing, the only legitimate way to get additional color into vanilla is by the use of those varieties of beans that are rich in color. The "Red Foxy" Bourbons are the principal variety used for this purpose, although the better quality Java beans, correctly used, give excellent results. This is an interesting aspect of vanilla extract manufacture, a subject for an article in itself.

Additional color can also be obtained in vanilla extracts by the use of alkali during the extraction, but more often by an additional alkali extraction after the normal extraction. This procedure is considered an adulteration by government agencies if used in products labelled "Pure Vanilla Extract", and such processing can be detected in a number of ways.

First of all, the acidity of the extract will be lowered and the addition of most alkaline materials will affect the ash values, soluble and insoluble, as well as the alkalinity of the ash. We have seen extracts where a small amount of alkali properly balanced made detection in the ash difficult. However, this type of adulteration is readily noted in a careful examination of the resin. This would be best discussed in detail under a discussion on resins; suffice to say, the use of alkali increases the percentage of alcohol insoluble vanilla resins. When ammonia is used, its use is readily detected by the addition of a stronger alkali to the heated extract and observing the strong ammonia odor released. The use of ammonia has been on the increase especially in the manufacture of vanilla oleoresin and the more concentrated extracts.

As yet, no standards have been proposed, other than a quantitative determination of resins, for the various tests indicated above.

The most clever adulteration of vanilla color is the addition of so called "natural vanilla color" or "undetectable vanilla color" concentrates which are prepared by the chemical oxidation of vanillin. This color *resembles* vanilla color, is soluble in Marsh reagent, and conforms to all the normal tests for vanilla color. We must frankly admit that more work is needed on the breakdown of vanilla color into its basic shades by colorimetric means so that this type of adulteration can be readily detected.

As pointed out by Vincente and Jones, there exists in vanilla beans an oxidase enzyme system capable of oxidizing vanillin (and related compounds) to quinone-like products and finally to condensed stable pigments. In the vanilla bean, the reaction is not completed and the end products of the oxidation represent resin, color and various intermediates to these end products, as well as much of the original unreacted material. The chemical oxidation of vanillin by various oxidizing agents gives products that vary from red to brown-black in color, depending on the degree of oxidation. At certain stages of the oxidation, resinous material with the properties of vanilla resin is obtained. At no stage in the oxidation was a product obtained with the combined properties of the vanilla color and resin. Since the bulk of vanilla color comes from the vanilla resin, this would indicate that the colored and resinous oxidation products represent different stages of the oxidation. Apparently natural vanilla is a complex mixture of these products, and it is virtually impossible to reproduce the natural product by chemical oxidation.

Adulteration of this type is quite difficult to detect chemically although the expert vanilla analyst readily spots its use when he is familiar with the type of products used. Further work by governmental agencies and/or extract manufacturers and scientific groups is needed to make this type of adulteration more readily detectable.

If the flavor obtained from the proper extraction of selected vanilla beans was not one of the most exquisite flavors known to man, we would be less concerned about additions made to it. Poor vanilla extracts are gradually killing the popularity of "pure vanilla." We sincerely believe the only hope for a return to vanilla popularity lies in the honest presentation of its flavor and properties and a greater percentage of real vanilla extracts sold to the consuming public.

- (1) Woodman, A.G.: Food Analysis, 4th edition, P. 447-483 (1941).
- (2) Vincente, G.C. and Jones M.A.: *Spice Mill*, 68:11, P. 65-66, 68:12, P. 62 (1945).

#### Saffron rich in riboflavin

Saffron, the spice so highly prized in the Orient, is "easily the richest known source" of riboflavin or vitamin B-2, researchers in Bombay indicate, according to a Science News Letter report.

Saffron has about three times as much riboflavin as yeast or liver, considered to be rich sources. The vitamin content was assayed both by use of spectrum and by its effect on a test organism.

Part of the flower of the plant, known botanically as *Crocus sativus*, saffron is expensive because it consists of the stigmas, the parts of the pistils of this flower which receive pollen grains and on which they germinate. It is gathered laboriously by hand.

J. V. Bhat and Rajul Broker, of the Pathological Laboratories of St. Xavier's College, Bombay, reported their studies in "Nature".

Saffron's content of thiamin or B-1 vitamin was found to be insignificant, however.

The riboflavin discovery is interesting but not of tremendous practical significance, suggests the chairman of the American Spice Trade Association's research committee in ASTA's "Spice Letter". The reasons for this conclusion: the cost of saffron and the small quantity consumed.

#### FEMA's 1954 convention set for New York City May 16th-19th

The 45th annual convention of the Flavoring Extract Manufacturers' Association of the United States is scheduled to be held at the Hotel Biltmore in New York City May 16th-19th.

William H. Hottinger, Jr., president of the association, and all members of the FEMA board of governors, are assisting the convention committee, headed by Robert Krone, in outlining and planning this conclave, designed to be of constructive assistance to all manufacturers of flavoring extracts.

Everyone planning to attend is urged to arrive in New York early on Sunday, May 16th, to participate in the traditional hospitality party at 5:30 p.m.

A well balanced business program is being planned, of interest to management, sales and production personnel. Outstanding authorities in their fields will discuss a wide variety of timely topics to help the flavoring industry do a better job of producing and selling.

One of the special events of the convention will be the Chemists' Breakfast scheduled at 8:30 a.m. on Wednesday, May 19th.

The beautiful Baltusrol Golf Club in Springfield, N. J. has been selected for the annual golf tournament and outing, to be held Monday afternoon, May 17th. F. J. Lueders, chairman, and his golf committee will have this event under way by 12:30 p.m., starting with luncheon at the Club. Ladies are invited. Entertainment will be scheduled for those ladies not wishing to attend the golf outing.

Golf prizes will be awarded at the banquet and dance Tuesday evening, following the president's reception.

Members of the convention committee are Robert Krone, Fritzsche Brothers, Inc., chairman; Chris Christensen, Charles Pfizer & Co., entertainment; F. J. Lueders, George Lueders & Co., golf; Charles P. McCormick, Jr., McCormick & Co., Inc., program; R. W. Symmes, Baker Extract Co., registration.

#### Gavigan elected chairman of ASTA's

##### Northwest California section

Harold F. Gavigan, of B. C. Ireland, Inc., was elected chairman of the Northwest California Section of the American Spice Trade Association at the group's recent meeting, held at the Commercial Club, San Francisco.

Mr. Gavigan succeeded R. C. Pauli.

Frank J. Frelleson was reelected secretary-treasurer.

Ralph J. A. Stern reported on meetings of ASTA's board of directors. He said much more recognition was now being given by ASTA to West Coast activities.

#### California FEMA elects officers

The Flavoring Extract Manufacturers' Association of California has announced the election of officers at a regular meeting held at the Roger Young Auditorium in Los Angeles.

The new officers are: president, Ben Kapp, van Ameringen-Haebler, Inc.; vice president, Mike Siegal, Felton Chemical Co., Inc.; secretary, John Post, Pfizer & Co.; treasurer, John Wilson, U. S. Industrial Chemicals.



## Mexican-Foods Institute holds first annual convention in New Orleans

Manufacturers and processors of Mexican-type foods and the ingredients used in them converged on New Orleans from all over the country for the first annual convention of the Mexican-Foods Institute at the Roosevelt Hotel.

Formal action was scheduled to incorporate the organization and elect its first group of officers, with the exception of the secretary.

The movement for an industry association started a year ago when several members expressed the need for a concerted merchandising effort to teach the public more about the foods, including chili, commonly classified as "Mexican-type."

The primary goal set was the immediate start of a product publicity program directed to homemakers across the country.

The two-day business sessions included final study and action to adopt proposed by-laws. These provide for a non-profit corporation dedicated to the interests of all manufacturers and processors of Mexican-type foods and their ingredients.

The proposed product publicity program will provide homemakers with complete data about these foods, including those bought ready-for-use and those requiring home preparation from basic recipes.

### Brochure on spice history to be available from ASTA

A small and inexpensive brochure on the history and background of spices, will be made available by the American Spice Trade Association to writers and students, at their request.

"This will save us countless hours of writing specific answers to request letters, and also will tie in well with our school program," comments ASTA's *Spice Letter*.

### West Coast spice men run booth at regional meat packers convention

West Coast regional groups of the American Spice Trade Association again engaged a booth at the Western Meat Packers Association convention, held at the Palace Hotel in San Francisco.

"Giveaways" included ASTA's two publications, "Spices" and "The ABC of Spice Cookery", filled pepper shakers, and reprints of many articles which recently appeared in magazines.

These reprints are the same as those supplied in a portfolio to grinders for the use by their salesmen.

This year the West Coast group opened a "hospitality house", where they received visitors and served appropriate refreshments.

### Joins Givaudan-Delawanna sales staff

R. E. Horsey, vice president in charge of sales, has announced that Thomas J. Herman has joined the sales staff of Givaudan-Delawanna, Inc., and its associate companies, Givaudan Flavors, Inc., and the Sindar Corp.

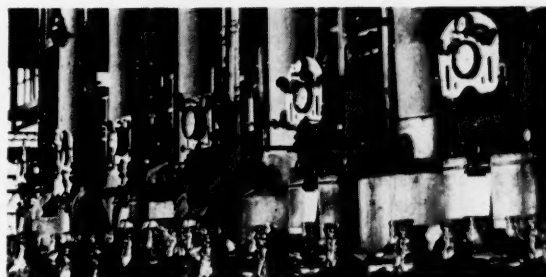
The new member of the Givaudan sales department will service accounts in the territory covered by the Cincinnati branch office.

FEBRUARY, 1954

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## the possibilities of mechanizing

(Continued from page 54)

the material on to the weeded area under the tea bushes on either side. Moreover, the cutting and windrowing could be done simultaneously with weeding so as to avoid a separate operation.

Finally, there would be no great difficulty in developing a power-driven sprayer or duster which could be mounted on the same type of tractor, and which by covering ten or more rows at a time, would greatly reduce the labor requirement of spraying in just the same way.

It is not in any way fanciful to suppose that with equipment of the kind outlined, developed and proven by practical experiment at the Tea Research Institute or elsewhere, labor on field work could be reduced by something like 65 laborers per acre; and the total labor requirement of the estate by something like 25 per cent. This estimate, moreover, is based only on what might be done in weeding, manuring and spraying. The only essential requirements are a contoured bush layout that gives room for the tractor, and reasonable freedom from obstruction and rocks.

Now that ordinary tractors are coming into use on many estates for the haulage of leaf and general supplies, it is natural to consider extending their use to road making, timber handling, sawing, and so on.

To give only one example, the length of holes for blasting that a mason now accomplishes in a week with a hammer and jumper could be done with a pneumatic drill operated by a tractor mounted air-compressor in only an hour or two. And on practically every estate visited there were similar jobs to be seen for which some readily available, but not necessarily inexpensive, appliance could be used to enable, say, four workmen to do as much work as now requires ten. But the other six workmen could not be dispensed with entirely; nor was it at all certain that, at that particular moment, they could be profitably employed elsewhere. The real economy of mechanization in such instances was, therefore, open to some doubt. In any case, the total labor requirement of estate maintenance is so relatively small, and the mechanizable part of it so much smaller, that mechanization in these directions is hardly likely to reduce overall production cost at all significantly.

There are, of course, exceptions; and where an extensive road-making or building program means bringing in still more labor from outside, or diverting men from other essential work, the case for mechanization will be very much

stronger. But in the light of the broader purpose of this survey it was not thought worth while to devote much attention to problems of this kind.

(To be continued)

## McCormick experimenting with pepper growing in Puerto Rico

McCormick & Co., Inc., Baltimore, Md., spice, tea and extract house, is experimenting with the growing of pepper in Puerto Rico.

This was revealed by Charles P. McCormick, president, in an interview in *The San Francisco News*.

Mr. McCormick said pepper could be grown in the U.S., but our high labor costs would make it uneconomic.

"We are going to encourage the growing of this crop in South and Central America so we no longer will be dependent on Communist dominated countries," he declared.

He explained that pepper, which comes from Java, Sumatra, Malaya, Singapore and India, suffered from war time destruction. Now the Communists control so much of the territory where it is grown, the supply is still short of demand, he added.

In addition, it takes five years before a pepper plant starts to yield, he said. On top of this, he commented, we in this country have unwittingly taught the natives the trick of boosting prices through short supply.

## Schmid reelected president of Woolson Spice

Nathaniel L. Schmid, president and general manager of The Woolson Spice Co., Toledo, Ohio, and all other officers and directors, were reelected at the annual shareholders meeting.

Named to serve with Mr. Schmid as officers were F. D. Stranahan, vice president; R. F. Brucksieker, vice president and assistant general manager; F. C. Grandey, secretary-treasurer; and R. K. Thompson, assistant secretary-treasurer. Mr. Schmid, Mr. Stranahan, Mr. Brucksieker and Mr. Grandey also were reelected to the company's board of directors, together with R. A. Stranahan, Duane Stranahan and W. L. MacMillan.

The company set new tonnage records in 1953 in sales of coffee, spices and teas. Mr. Schmid reported at the meeting, and entered the instant coffee, extracts and cake decorations field.

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# pepper

## cultivation and marketing of the world's leading spice

By E. BROWN and Miss D. E. READER, Colonial Products Advisory Bureau (Plant and Animal)  
London

*This summary of the cultivation and marketing of pepper, from Colonial Plant and Animal Products, provides a succinct but comprehensive reference on the subject.*

Pepper of commerce is produced from the fruits of the perennial climbing vine *Piper nigrum* L. This vine is indigenous to the moist lowland forests of Ceylon and South India, but it is now widely grown in many tropical regions, the chief sources of supply being Indonesia, Thailand, Sarawak and India.

### Altitude, Climate, Soil Requirements

The pepper vine requires a hot, humid climate with an average rainfall of at least 70 to 100 inches per annum, fairly evenly distributed, since the plant cannot withstand periods of prolonged drought. The plant can be grown successfully at altitudes up to 3,500 feet, but it is reported to do best at elevations not exceeding 1,700 feet, although some authorities are of the opinion that land below 300 feet gives the best results.

Level ground is most suitable, particularly along river banks, provided such land is not susceptible to flooding. Hill slopes may be used if precautions are taken to prevent erosion. Good drainage, however, is essential, especially in regions of very heavy rainfall where the soils tend to become sodden and water-logged, unless deep and well-laid drainage channels are provided.

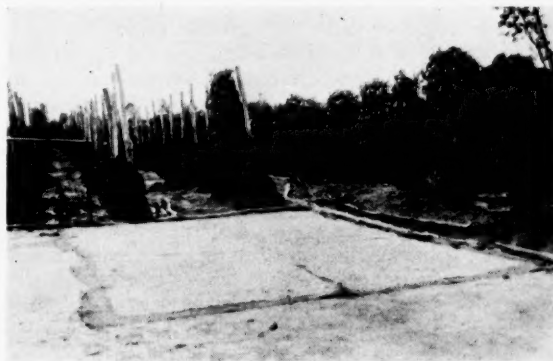
Under cultivation, pepper will grow on a variety of soils, although a loam is preferable, but where humus is absent, heavy manuring is essential. In Malaya the plant has been grown successfully on stiff yellow clay soils, poor in potash, but the fertility has been maintained in the past by the heavy use of burned earth and wood ash. In Indonesia a sandy clay is favored, and on the island of Bangka the Chinese planters are reported to choose light yellow soils that are not too sandy. In West Borneo a humus-rich top soil is considered necessary, with a yellow sub-soil, hard red clay sub-soils being regarded as unsatisfactory.

Heavy clay soils, or soils of a peaty or boggy nature, are quite unsuitable, as the pepper roots are very susceptible to rot where soil drainage is poor.

### Propagation

Pepper may be grown from seed, although cuttings are usually used.

(a) *From Seed.* Propagation from seed is simple, and vigorous plants are usually produced. Unfortunately, plants raised from seed do not usually begin fruiting until at least the sixth or seventh year. Moreover, owing to cross fertilization, the resulting plants are very variable and there is also a danger of the vines reverting to the unproductive unisexual male type.



Pepper growing in Indonesia, with seeds drying in the foreground.

However, the pepper growers in Malabar are reported to have favored propagation from seed. This method has also been used for establishing pepper in new areas remote from existing gardens, when it has not been possible to transport cuttings easily and quickly.

When seed is used for propagation, the following points should be observed:

- (1) Choose healthy, ripe fruit.
- (2) Remove the pulp before drying the seeds.
- (3) Store in a cool dry place immediately after drying.
- (4) Soak the seeds in water for at least 24 hours before sowing. Some authorities recommend a period of at least three days.

### 90 Per Cent Germination

It is recommended that the seed should be sown in well prepared seed beds with adequate shade. Reports indicate that under favorable conditions about a 90 per cent germination is obtained in from five to six weeks. When two or three months old, the seedlings may be transplanted into nursery beds, one foot apart. It is generally understood that the seedlings are not ready for planting out in the field until about 18 months after sowing, although seedlings raised at the Malayan Experimental Plantation at Kuala Lumpur were successfully planted out when only three months old, having then attained a height of eight inches.

(b) *From Cuttings.* When propagated vegetatively, selection of the parent vine from which to take the cuttings is of great importance, since the pepper plants take about four years to come into bearing and it is only after this period that any clear indication of the quality of the new plants can be obtained. Pepper is dioecio-polygamous, i.e., male flowers and female flowers can be borne on different plants and yet other plants can be hermaphrodite, i.e., carry both pistils and stamens on the same spike. Obviously, from a crop-bearing point of view, hermaphrodite plants are the



most desirable and every effort should be made to take cuttings from these.

Strong cuttings from one to two foot long are usually selected, although in Mysore longer cuttings appear to be favored. There they are usually taken from the branches growing from the base of the vine. In Ceylon, cuttings with lateral branches taken from the upper part of the vine are said to be used, but such cuttings require greater care than basal cuttings, although plants established from them are reported to fruit earlier.

#### Best Method

In Bangka, only cuttings from the branches of young plants that still show signs of vegetative growth are used. The upper part of a branch is taken, and the tip, all side branches and all the leaves, except the top two, are cut off.

The most satisfactory method for raising the cuttings is in nursery beds. These should be on good, well-drained soil in a sheltered position. In Malaya the nursery beds are sometimes placed under fruit trees, and after planting out the cuttings are kept shaded with palm trees until they are well established. In dry weather frequent watering is often necessary. If basal cuttings are used they have the advantage of already possessing roots and so take more easily. It was found at Serdang, Malaya, that nursery beds of fine sand gave the best results, provided they were kept well watered and shaded. The use of cuttings having at least five nodes, with three nodes placed below the soil surface, has also been recommended.

Nevertheless, it seems that pepper cuttings are somewhat difficult to establish, one Ceylonese expert even putting the percentage that take as low as five per cent. In the nursery, growth usually commences after three or four months, after which the plants are ready to be transplanted into the field.

Under favorable soil conditions, cuttings can be planted direct in the field at the beginning of the rainy season. It appears that this is widely done by growers in Mysore, where pepper is often grown in conjunction with areca nuts. As would be expected, the percentage of cuttings that fail to root is very high indeed, and this method is considered very wasteful.

#### Cultivation

As pepper is a climbing vine, provision must be made for supports. These may be either living trees, or concrete or hardwood posts. The use of living trees is more economical provided care is taken not to overshadow the vines too much or exhaust the soil. Trees selected should be

quick-growing, able to withstand heavy pruning, and preferably leguminous. The jak tree (*Artocarpus integer*), the areca nut, the mango, kapok, dadaps (*Erythrina indica* and *E. litbosperma*) and *Morinda tinctoria* have been widely used in India and Ceylon. In Malaya and Indonesia hardwood or concrete posts have been more favored, although their provision entails a heavy initial expense when establishing a pepper garden.

Trials carried out in Malaya with a view to comparing the yield of pepper vines grown on living supports with those of hardwood posts, indicated that when grown on living supports, the vines were slower in establishing themselves and took longer to commence fruiting. The yield per vine was also reduced, no doubt owing to the competition between the pepper plant and its living support.

#### Use of Shade

Trees, however, have the advantage of giving shade to the vines, especially during the first two or three years. The question of shade depends very much on local conditions, and although pepper is naturally a shade plant, too much can reduce the yield considerably. Some authorities, however, have recommended the provision of moderate shade by planting *Leucaena glauca* and *Deguelia microphylla*, but according to Gilbert, the Chinese in Indonesia have plantations with no shade at all, at very low altitudes. In Sarawak shade is often dispensed with, but the high humidity tends to make it unnecessary.

Cuttings or seedlings are transplanted to the field during the wet season. Malayan planters recommend that three or four rooted cuttings be planted a few inches from each post, the posts being six to seven feet apart each way. The Chinese are reported to use a closer spacing of four feet by four feet. When living supports are used for the vines planting distances appear to vary according to the tree used. Areca nut or dadap planted eight feet by eight feet usually only carry one vine per tree. Kapok planted 18 feet by 18 feet can carry two vines, and in the case of mango, or jak, trees planted 25 to 30 feet apart, each tree may carry three or four vines.

(To be continued)

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**See public opinion boomerang  
loosed by restaurants with coffee "war" edicts**  
(Continued from page 21)

restaurant, an executive of a wholesale house said. What we're objecting to is that he's using the newspaper publicity about the coffee costs as an excuse to pick up some extra profits.

"So far there hasn't been much finagling with coffee prices in hotels and restaurants here, but some increases have been reported within the last week. The men in the industry want to let the public in on a few facts just in case the genial host at the neighborhood beanery starts crying about coffee prices and charges 15 cents for what was a dime yesterday.

"Restaurant men today are paying between 96 cents and \$1.09 a pound for best qualities of coffee. Using methods recommended by the Coffee Brewing Institute, a non-profit research organization devoted to finding out what makes the best cup of coffee, they can get 40 cups of excellent coffee out of a pound. The formula recommended is two gallons of water to each pound of coffee.

"Many restaurants use two and a half gallons of water per pound and get about 53 cups of coffee and no squawks from the customers.

"If a restaurant owner pays five cents more a pound, he has no right to add five cents a cup to his customer's bill, another executive said. By selling just one cup of coffee he has made up the entire increase!

"A mid-Manhattan restaurant, which has charged 15 cents a cup for a long time, verified all this.

"We pay 97 cents a pound for our coffee, the manager said, "but we get 32 cups to a pound. The cost of sugar is negligible. The cost of cream is two cents a cup. And we're still making about ten cents profit on each cup we sell and have no intention of raising the price."

#### **Holding the line**

Not all restaurants in the news pounded the "war" drums or plumped for 15-cent cups of coffee. Some did the reverse. They stated, publicly, that they were holding the line, and why.

Probably the most notable example was Horn & Hardart. This chain took large newspaper space to announce: "New York's Finest Cup of Coffee 10 cents!

Ad copy explained: "Coffee is headline news these days. Everybody wants to know, What's the latest about coffee? *Coffee has always been of 'headline' importance to us!*

"We recognize the importance that 'Gilt-Edge' Coffee has played in the success of our business. While the current 'tempest-in-a-coffee-pot' brews, we're going right along doing what we've always done: We're using our same 'Gilt-Edge' blend of the world's finest coffees. We're making sure that it is freshly roasted, freshly ground, freshly brewed, *exactly* the same as always. 'New York's Finest Cup of Coffee'. And its price, 10 cents."

Elsewhere, other restaurant operators were also holding the line.

In Oklahoma, the state restaurant association voted to maintain the ten cent price. This was not a formal resolution, but a recommendation to the group's 500 affiliates. Beverly Osborne, of Oklahoma City, also a director of the National Restaurant Association, explained that "non-members usually follow our lead, too."

The flood of news on restaurant coffee prices had one

surprising facet. The nickel cup of coffee had been surprisingly prevalent.

From Keith R. Keeley, executive secretary of the Kansas City and Missouri Restaurant Association, came a mid-month report that the price of coffee in restaurants in his area was going up—to ten cents a cup.

In La Crosse, Wis., operators decided to boost the cup price to ten cents throughout the city. It had been pegged at five to eight cents before.

In Georgia the AP found that the cup price remained seven cents with meals, but was raised to ten cents when taken alone.

The El Paso, Tex., *Herald-Post* said that coffee at five cents a cup had given way to ten cents, but added that 15-cent coffee was not an immediate prospect.

#### **Oops! Sorry!**

Some restaurants who did try to raise their cup price quickly changed their minds.

A Boston restaurant jumped the menu price to 15 cents a cup for customers eating less than 30 cents worth of food. The drop in mid-morning and mid-afternoon business was so great the ten-cent price was restored.

A number of Rochester, N. Y. restaurateurs came to the same decision. The Green Parrot tried a test announcement on four customers. The resulting expression were "startled, horrified, ghastly and belligerent."

Owner E. H. Klopp decided "local customers would stay away in droves if coffee were more than a dime".

Restaurateur Newton Holland agreed. He added that there ought to be two prices on coffee — one if it's black, another if it isn't.

"It isn't the coffee," he said, "but the cream, at \$1.00 a quart, and the sugar. It's the customer who slops in a couple of big dollops of cream and two spoonfuls of sugar that make it tough."

Coffee with cream and sugar, he pointed out in passing, amounts to about 75 calories, more if the customer's heavyhanded with the cream and sugar. The caloric count for coffee, black, is "zero."

Newton Holland's colleagues in Rochester figured the "cost" of a cup of coffee at from 5.0 cents to 8.9 cents. Other restaurant sources varied as widely.

#### **Cost per cup**

The Minnesota Restaurant Association put out a bulletin claiming the cost of a cup of coffee, *prior to the price increases*, was 8.662 cents. A spokesman for the Childs chain said it "costs us 8.5 cents to put a cup of coffee in front of a customer."

At the other end were the Liberal, Kansas, restaurants breaking even and making a profit at four cents and five cents a cup, respectively.

(To clarify this question of the cost of a cup of coffee, COFFEE & TEA INDUSTRIES, formerly The Spice Mill, is publishing elsewhere in this same issue an "open letter" to restaurant operators. The "open letter", the second basic statement on coffee prices issued in the current situation by this publication, covers cup costs in full detail.)

With the first peak of the coffee furor beginning to subside, the net effect of the restaurant news is mixed. Dominant, however, because of the greater attention given them, are the "war" and the 15-cent-cup declarations.

As a result, the restaurant industry has been confronted with a public relations problem — one which is entirely needless.

# New York News

■ ■ Front Street is mourning the passing of its dean, George W. Lawrence, one time president of the New York Coffee & Sugar Exchange.

He passed away at his home in Pelham Manor, N. Y., after a short illness, at the age of 93.

Mr. Lawrence, who was head of the Front Street coffee firm bearing his name, had stepped out of harness only four years ago.

Since then, the company had been under the management of Fred Barnard, vice president.

Mr. Lawrence was a member of the Exchange for 50 years. During World War I he served under Herbert Hoover in the Federal Food Administration as an adviser on coffee problems.

His wife, Caroline Messer Lawrence, died in 1941. There are no immediate survivors.

■ ■ Another coffee veteran, William D. Mackey, also passed from the scene recently.

A vice president of C. A. Mackey & Co., Inc., coffee importers, he died in the Englewood, N. J., Hospital after a long illness.

Mr. Mackey was a son of the late

William D. Mackey, Sr., a founder of the New York Coffee & Sugar Exchange.

He is survived by two brothers, Chandler A. and Donald M., well known in the coffee field.

He is also survived by his wife, Charlotte; a daughter, Mrs. Jean M. Sneden; four sisters, Margaret, Mary and Helen Mackey and Mrs. Kathryn Johnson; and three grandchildren.

■ ■ The New York Coffee Roasters Association likes its officers. So much so that at the last meeting the entire slate was reelected for another term.

The officers are: president, Fred Kohn, of the Old Dutch Coffee Co.; vice president, Harold T. Hanson, of the G. Washington Coffee Co.; treasurer, Albert Schonbrunn, of S. A. Schonbrunn & Co.; and secretary, George C. Hedden, of the Eppens, Smith Co., Inc.

■ ■ J. B. de Berenguer-Cesar, Brazil's consul-general in New York City, has been promoted to the rank of ambassador.

He recently marked his sixth year of service in the New York post at a special dinner reception tendered by the American Brazilian Association.

The duties to which Ambassador Berenguer-Cesar will be assigned will be announced later.

In the meantime, he is continuing to represent Brazil ably in New York in the midst of the coffee furor.

■ ■ Norman Langer, who has just finished two years service in the Army, has joined the De Hope Goldschmidt Corp. He was active for several years as a taster in the tea buying department of Standard Brands, Inc.

■ ■ In new quarters is Dominic J. Vaskas, tea broker. He has moved from 79 Wall Street to new offices at 76 Beaver.

■ ■ Cecil Hudnall, manager of the green coffee and tea department of Standard Brands, Inc., has accepted the chairmanship of the city's coffee and tea industries in the 1954 Red Cross campaign for members and funds.

This announcement came from Bertram B. Warren, treasurer of General Foods, who is serving as chairman of the campaign's consumer goods and services section.

Mr. Hudnall, in a message to the coffee and tea industries, urged that its response be "100 per cent and generous."

Donald A. Sayia, of A. A. Sayia & Co., is heading the drive for the spice trade.

■ ■ William I. Spencer, assistant vice president of the National City Bank of New York, has been selected to tour Latin America this winter as part of the Bank's broad executive training program.

Coffee accounts are among Mr. Spencer's primary interests at the bank.

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# San Francisco Samplings

By MARK M. HALL

■ ■ There is nobody in the coffee trade enjoying these days of fluctuating, stratospheric prices of green coffee except, perhaps, some importer with a few hundred bags in the warehouse.

Roasters are very unhappy about the situation. They have had to raise their prices, and the end is not in sight. As of the time of this writing, these prices have not been reflected on the grocer's shelves. It is estimated, however, that with prices of green coffee at 72 cents a pound, wholesale, roasted, at \$1.03, the retail price would be \$1.10.

With this a strong probability in the near future, what is the reaction of the consumer going to be? Will they resist it and put the squeeze on the roaster, even more than today?

Coffee men are worried. High prices might reduce consumption drastically. Hectic prices are expected to continue, with considerable spread between the highs and the lows.

■ ■ Joseph Hooper, Jr., and Mrs. Hooper were hosts to coffee men and their wives at their home on Green Street in honor of Mr. and Mrs. William Pennington, of Guatemala City. The time was the cocktail hour, 4 to 7.

The Penningtons have been here for some time, investigating colleges for their son, who is about to graduate from the American High School in Guatemala. They were soon to leave for their home, and this was a farewell party.

■ ■ William Gloege, formerly a Los Angeles roaster, is now the Grace & Co. representative in Los Angeles.

■ ■ Andy Glover, Jimmy DeArmond and Harry Maxwell, of the committee appointed by the PCCA for the revision of by-laws and amendments to the constitution, met in Seattle at the O-



John Siegfried

lympic Hotel. Later they got together again at the Arrow Club, Portland. At both places a full attendance was on hand to discuss the matters on the agenda.

■ ■ Charlie Martin, of Henry P. Thomson, Inc., is still away from his office because of illness. It is expected that he will be back on the job before long.

■ ■ Harold Gavigan attended an NCA board of directors meeting last month in Chicago.

■ ■ C. J. Gravesen, Pacific Coast manager of Moore-McCormack Lines, Inc., died at his home in Ross last month. He left a wife and three daughters, and a mother in Copenhagen, Denmark. He had been with the company since 1942, and had been transferred from the Seattle office to San Francisco only recently.

The Moore-McCormack Lines subsequently announced the appointment of Captain E. H. Gluck as acting Pacific Coast manager. Capt. Gluck has been with the company for 15 years, and at times has been in command of their liners. Prior to his connection with Moore-McCormack, he was port captain for the Southgate-Nelson S.S. Co. in Norfolk, Va.

■ ■ Looking forward to the next meet of PCCA, when they can divide low gross and low net prizes between them, Cedric Sheerer, Carl Corey and Bob Manning, prominent local coffee golfers, went scouting last month to the Bing Crosby Invitational Golf Tournament at Pebble Beach.

■ ■ Jack Hornung has joined forces with G. W. Konig & Son as a member of the firm. He can now be known as a "public weighmaster". He will work with James Konig, who has managed the business since his father's death some time ago.

■ ■ A fire in the office building occupied by the Grace Line on the ground floor and Grace & Co. on the fifth furnished front page headlines in local papers. The fire started when a spark lit a newly painted wall on the eighth floor. It spread rapidly and set off an explosion.

From the fifth floor there were three exists, but the elevator was very crowded. Many of the Grace & Co. people including the coffee contingent, escaped through a window to the roof next door.

The eighth was completely demolished, but the fire did not spread. Office workers of Grace Line formed a "box brigade" and began moving out their records.

For a while green coffee men took their minds off high prices and discussed how close a competitor had come to eternity.

■ ■ Harvey Brockhage, of E. A. Johnson & Co., invited a number of green and roast boys up to his cabin, on the Russian River near Guerneville, for a weekend. The announced form of amusement was golf, cards and fishing. It would be hard for anyone to believe that the program did not include just one other item.

■ ■ Jaine Clark, of Anderson, Clayton & Co., New York was a visitor last month at the S. F. Pellas Co., their representatives on the Pacific Coast.

■ ■ Gerald Tilly, Colombo Commercial  
(Continued on page 71)

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# New Orleans Notes

## New Orleans

By W. McKENNON

■ ■ A total of 2,143,698 bags of Brazilian coffees were imported through the port of New Orleans during 1953, according to George G. Westfeldt Jr., president of the Green Coffee Association of New Orleans.

The Brazilian coffee was brought to the port in 89 vessels.

Coffee other than Brazilian imported through the port of New Orleans during the past year amounted to 1,935,528 bags, Mr. Westfeldt said. This cargo was brought on 511 vessels.

The non-Brazilian coffee came from Africa, Colombia, Ecuador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Costa Rica, Dominican Republic, El Salvador, Venezuela, Indonesia, Arabia, Peru, Puerto Rico, Panama and Trinidad.

Of these, Colombia was the leader with 627,930 bags. Other leaders were Mexico, with 301,242 bags; Africa, with 207,519 bags, and Guatemala, with 202,329 bags.

Previous importations of Brazilian coffee included 3,585,883 bags in 1949; 2,536,401 bags in 1950; 3,005,916 bags in 1951, and 2,529,896 bags in 1952.

Yearly figures for coffees other than Brazilian were 1,474,655 bags in 1949; 1,496,974 bags in 1950; 1,461,049 bags in 1951 and 1,509,602 bags in 1952.

■ ■ William H. Trauth, Alcoa Steamship executive and civic leader, was honored at a banquet at International House before his departure for Washington, D. C., where he will be manager of the Alcoa offices.

Mr. Trauth was presented with a silver plaque by Terence J. Smith, executive vice president of the T. Smith & Son Stevedoring Company.

Mr. Trauth is past president of the Traffic Club of New Orleans and the

Propeller Club of New Orleans, also past national vice president of the Propeller Club of the U. S. A.; past president and life member of the Ocean Freight Agents Association of Chicago; past vice president of the Seaman's Town House and past member of International House executive committee.

■ ■ Jay Weil, Jr., president of the Gulf Shipyards Storage Corp., returned recently from Washington, D. C., where he attended a National Academy of Sciences conference on maritime cargo handling. Mr. Weil was invited to attend as a representative of this region to discuss ways and means of improving maritime cargo handling.

■ ■ R. M. Nash is spending some time in the New York office after returning from a business trip to Brazil.

■ ■ David Kattan is in Honduras on business for his firm.

■ ■ Tom Buckley and A. J. Forstall, formerly with the F. D. Wilcox Co., Inc., have opened their brokers office here, where they are agents for various manufacturers.

■ ■ Floyd Pool, of the Spray Coffee and Spice Company, Denver, was a business visitor in New Orleans recently.

■ ■ Alvin Zander has returned from a trip on business in the interests of Zander & Co., Inc.

■ ■ Bright & Co. are redecorating the inside and outside of their building at 431 Gravier Street.

## Southern California

By VICTOR J. CAIN

■ ■ Andrew S. Moseley, president of Breakfast Club Coffee, Inc., journeyed to Chicago, Ill., for a special meeting of the National Coffee Board of Directors. This meeting was called to draft a message to be dispatched to the first World Coffee Congress, to voice great concern over the

higher prices existing today, and to urge every effort to increase coffee production.

■ ■ Miss Evelyn Shaw, formerly a C. E. Bickford employee and later secretary of the Pacific Coast Coffee Association, accompanied by Mrs. K. C. (Casey) Jones, a retired Grace & Co. employee, are presently enroute to South America for a pleasure cruise. They stopped by to say hello to an old friend, Bill Morton, president of W. J. Morton, Inc., green coffee.

■ ■ Mr. E. F. Schaeffer, of the De Hope Goldschmidt Corp., New York City, made a hurried trip to Los Angeles. While here, Ernie made his headquarters with W. J. Morton, Inc.

## San Francisco

(Continued from page 70)

Co., Colombo, Ceylon, tea exporters, made his first trip to the Pacific Coast, visiting San Francisco and Vancouver, B. C. Being a tea man, he had to visit his old friend, Ed Spillane.

■ ■ At the last WSTA Christmas party, the usual lunch, refreshments and presents were the order of the day. President Joe Bransten handed the meeting over to John Siegfried, who carried through in the spirit of the holidays.

There was a speaker, Mort Adams of the Tea Council, who did give the boys some food for thought. His job is promotion of group consumption of tea by industries and business concerns. Wherever tea was made optional with coffee, the percentage of consumption of tea far exceeded the national ratio between the two, he said. A stainless steel urn with a drip basket and one ounce bags of tea were used in preparation of the brew. Part of Mort's talk was on the proper brewing of tea.

John Siegfried, of Irwin-Harrison-Whitney, Inc., was elected president. Other officers are: vice president, Manuel Sequeira, of Standard Brands Inc.; secretary, Bob Manning, of Manning's Inc. New directors elected were: John Miller, of A. Schillings & Co., Eugene Lynch, of Henry P. Thomson, Inc., and Manuel Sequeira.

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## Chicago

By JOE ESLER

■ ■ Mee Jung Mercantile Co. has a hostess package designed by Robert Gair Co. which includes four individual cartons of black, jasmine, oolong and green teas. Company reports package has met with good acceptance.

■ ■ Sherman J. Sexton, president of John Sexton Co., is on an extended trip to Brazil, Argentina and Uruguay.

■ ■ The exhibitors at the next NRTCA meeting at the Edgewater Beach Hotel, June 13th through 17th, will award a trip for two on the Queen of Bermuda to the member winning the lucky number.

■ ■ At a recent meeting of the Board of Directors of the Stewarts Private Blend Coffee Co., the following officers were elected: W. H. Savage, chairman of the board; D. R. Stewart, president; Walter Arnold, vice president (coffee purchasing); J. W. Kennedy, vice president (sales); D. A. Fullerton, treasurer; J. V. Murphy, secretary.

■ ■ Mr. Joseph E. Francis, formerly connected in Chicago with H. P. Thomson, passed away suddenly at Long Beach, Miss. Mr. Francis made Long Beach his home after leaving Chicago and had been covering the southern states for Thomson. He was very well known in Chicago because that was his home for so many years.

■ ■ At the annual meeting of the Chicago Coffee Association the following officers and directors were elected: Donald R. Stewart, president; Robert H. Cohn, vice president; Alex E. McNaughton, treasurer; Mason O. Tilden, secretary; Robert W. Swanson, George Kasper, Jr., Thomas W. Sexton, Herbert P. McLaughlin, John R. Monahan, Wesley C. Becker, Walter W. Snyder, Jr., directors.

■ ■ At the Blackhawk restaurant, coffee is 10 cents downstairs and 15 cents upstairs for luncheon, and 15 cents and 25 cents at night.

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